



Ukie Student Sponsorship Packages

1. Overarching Sponsorship

Sponsorship of the entire Ukie Student Membership programme - £10,000

The Ukie Student Membership is a cornerstone of industry engagement with academia in the UK. Through this innovative programme, industry supports and shapes the growth of skills and talent in the UK. We currently have a reach of over 29 institutions and over 2,300 students, with new institutions joining throughout the year. Our Ukie Students programme slots into the talent pipeline and supports graduates with integrating into industry and improving skills. We have a comprehensive programme of activities planned for the year and your company would be seen as a huge supporter of this with minimal resources required from yourselves.

The sponsorship would position you as an official partner for the programme and allow considerable branding and presence on all activities. As well as identifying additional opportunities that fit in with your own corporate strategy. The partnership would include -

- Primary branding within Student membership programme – ‘in partnership’
- Branding on all materials, website, newsletter, game jams, distribution of materials to network, streamed / recorded talks – includes as much access or involvement as you require
- Conference partner; branding at conference / on materials, speaker option at conferences
- Promotion of your content to the network; including student offers as required
- 1-2-1 introductions to academic contacts and help shaping of full programme
- Opportunity to distribute own literature in rooms
- Post-event email sent to all students with your content and messaging

2. Student Conference sponsorship (per conference)

We have various sponsorship options available for Student Conferences at Staffordshire University, Abertay Dundee and London. This is a great chance to interact with students from our membership and have a real presence at the conference showcasing your company and inspiring the next generation of talent.

Partner Sponsor - £1,500

- Key note speaking slot to the future stars of the industry (talks also recorded and distributed to entire student membership of 2,300 students)
- Pop up expo stand at the conference – opportunity to recruit and connect with the students
- Branding – on literature, banners, press releases and promo materials
- Opportunity to distribute own literature in rooms
- Post-event email sent to all students with your content and messaging

Bar Sponsor - £1,200

- Student Networking drinks hosted at the end of the day.
- Speaking slot at the drinks reception
- Pop up banners, featured on promo materials
- Pop up expo stand at the conference – opportunity to recruit and connect with the students
- Chance for 1-2-1 interaction with students in a relaxed environment



Cup sponsor - £900

- Be the brand everyone sees on the cups – great, visible exposure all day long
- Can include your logo, contact details, key messages

Lanyard sponsor - £800

- Lanyards distributed to all speakers and attendees – High visibility at event and around campus
- Can include your logo, contact details, key messages

Advert in hand out guide - £150

- A5 full page colour advert in the hand out, goes to all attendees
- Guide will include speakers and schedule – essential reading for attendee's

3. Game Jam

The highly anticipated Ukie Student Game Jam is returning for its fifth year in October.

The Game Jam will feature teams from all across the UK in our student membership of over 2,300 students.

The theme for the Jam will be announced at 9:30am, then competing teams will have 30 hours to brainstorm, plan and create a playable game demo.

Each team will be assigned an industry mentor who will be on hand to help and advise the teams along the way. The most supportive mentor will win the 'Mentor of the Universe' trophy.

The games will be judged by a panel of industry experts and veterans (including our lovely sponsors). Prizes are awarded for "Best Game" and "Accessibility award" for the game that's most accessible to players of all abilities.

Last year we had 26 teams of students compete for the coveted Game Jam trophy. This year we are aiming bigger and better with more teams and bigger prizes!

If you are interested in supporting this fantastic initiative please take a look at our sponsorship tiers below.

Gold Sponsor- £3,000

- Help decide and announce theme via video or live stream to Jammers
- Spot on the judge's panel
- Logo on game jam trophies
- Branding – on literature, banners, press releases and promo materials
- Inclusion on press coverage
- Post-event email sent to all students with your content and messaging
- Opportunity to write on the Ukie Student Blog
- Opportunity to provide mentors for the jammers
- Raises profile in student network of over 2,300 students in the UK

Silver Sponsor- £1,500

- Spot on the judge's panel
- Logo on game jam trophies



- Opportunity to provide mentors for the jammers
- Branding – on literature, banners, press releases and promo materials
- Inclusion on press coverage
- Raises profile in student network of over 2,300 students in the UK

Prize Sponsor

- Provide prizes and goodies to winners and participants
- Honorary mentions and thanks in press releases and promo materials
- Raises profile in student network of over 2,300 students in the UK