

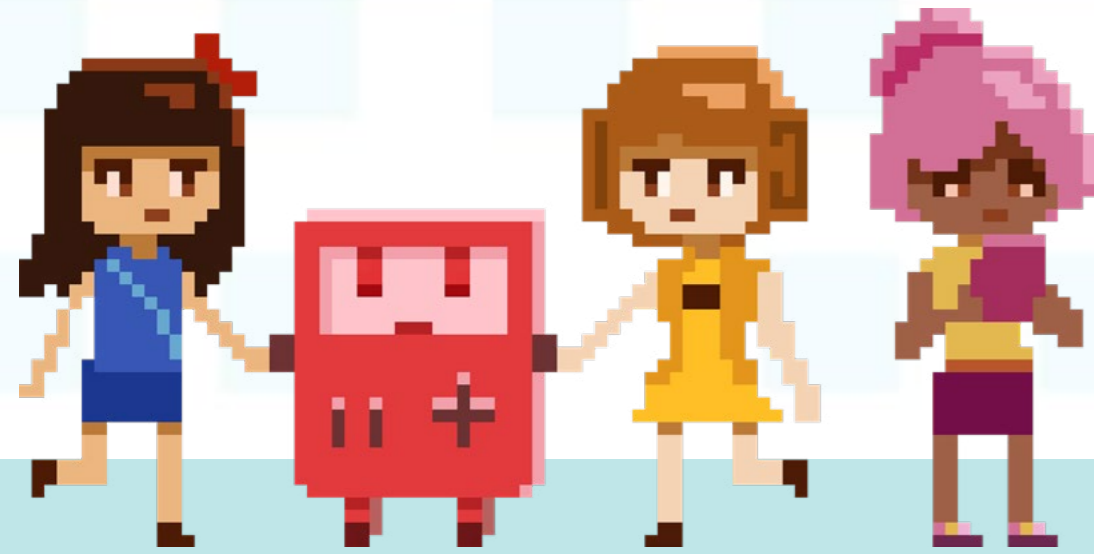
GMI



2023

sponsorship

DECK



# Women make up 45% of gamers

## WHO WE ARE

**Girls Make Games** is on a mission to address the gender gap in the games industry. Our programs are designed to teach and inspire girls between ages 8–18 to explore the world of video games.

What started as an attempt to bring the first all-girls game camp to the Bay Area has now become a global initiative to address women's representation in the gaming industry worldwide.

## OUR MISSION

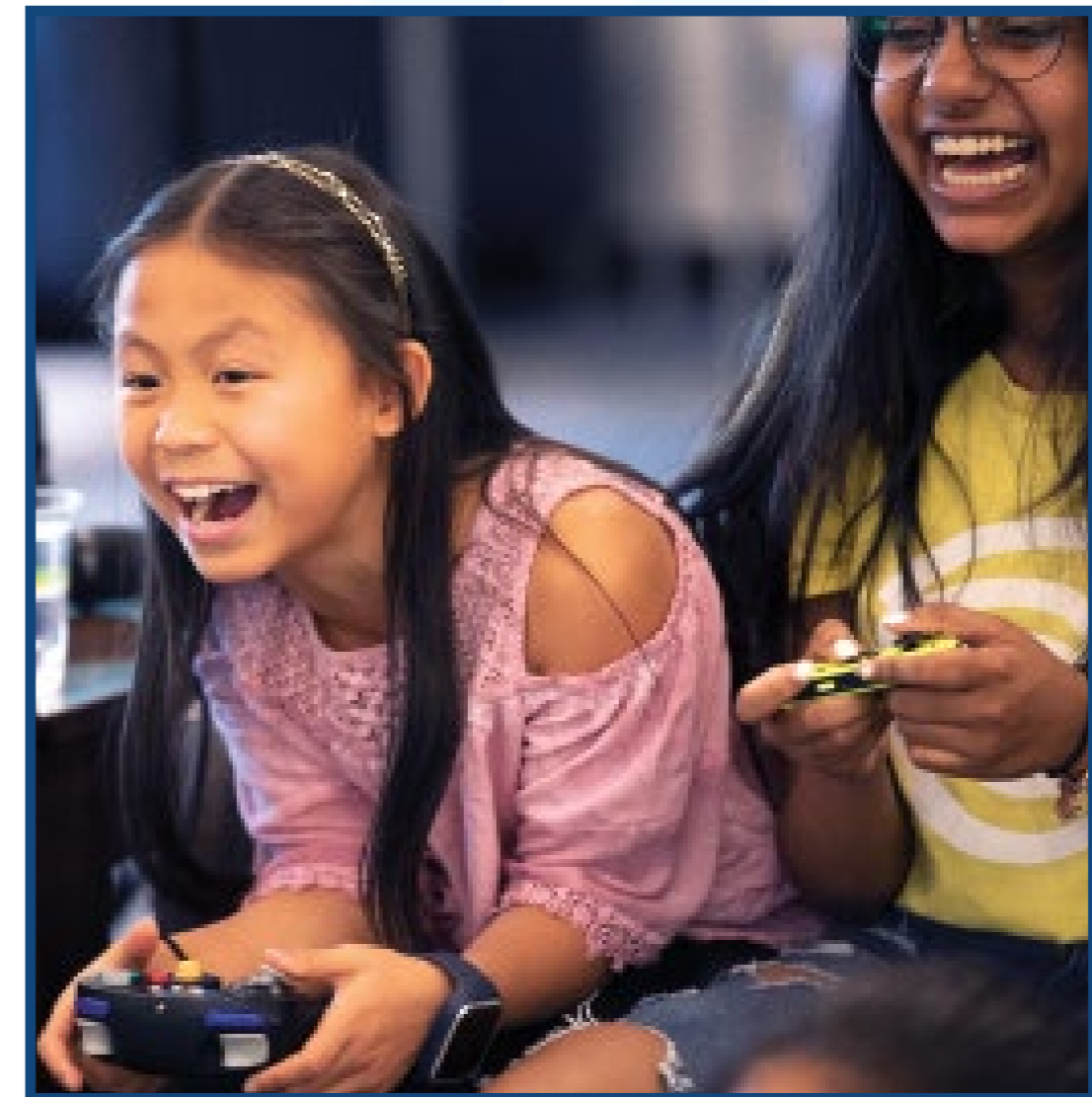
Here at GMG, we want to address the gender gap by reaching out earlier. GMG's flagship summer camps give elementary through high school girls the opportunity to work alongside mentors and established industry professionals to create fully playable games.

Thanks to partnerships with tech and game industry giants, our programs provides students the ultimate crash course in game design and development.

# Since its inception in 2014, Girls Make Games has served upward of 23,000 girls around the world, and awarded nearly 600K+ USD in scholarships.

- Reached over **23,000 girls** through GMG's summer camps, workshops, games and books in **20 countries**, 150 cities worldwide.
- Provided nearly **4,320 girls with scholarships** / financial aid in the US and around the world (workshops & summer camps).
- Created mentorship and networking opportunities for nearly **446 GMG Fellows**, college students ages 18–22 looking to break into the games industry.
- Raised 170K+ USD on Kickstarter** to create and publish games designed by summer camp students.
- Published Grand Prize winning games on Steam, Google Play, and PS4: *The Hole Story*, *Interfectorem*, *Blub Blub*, *Find Me* (on PS4!) , and *Shredded Secrets* (released on Nintendo Switch in March 2022!).

- GMG has been featured in leading media publications like Forbes, Fast Company, Variety, Teen Vogue, BBC and many more.
- Growing list of Industry Partners: PlayStation, Nintendo of America, Google Play, Take-Two Interactive, Unity, Epic Games, Crystal Dynamics, Rocksteady Studios, Xbox, Ubisoft, Humble Bundle.





# Returning to in-person Summer Camps

- Crystal Dynamics and Holy Names Academy provided a safe venue and support to bring GMG's summer camps back in person for the first time since 2019!
- Our staff and campers followed precautionary guidelines for the campers' safety, making all 3 in-person camps a huge success. We can't wait to see our girls in 2023 again!
- 2023 Summer Camp Registration is now open!**  
For a full list of cities hosting in-person camps in 2023 visit <https://www.girlsmakegames.com/summercamps>



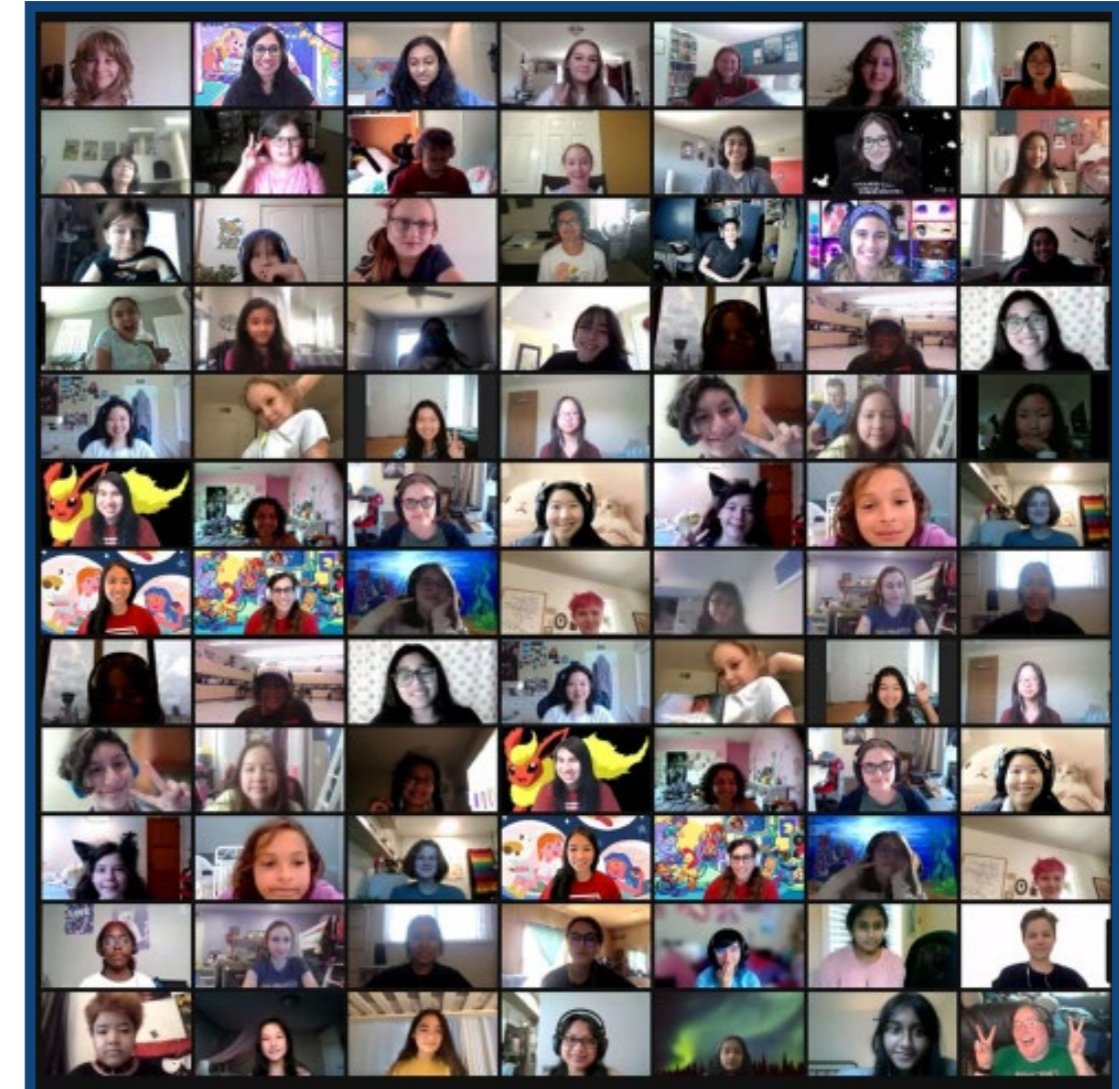
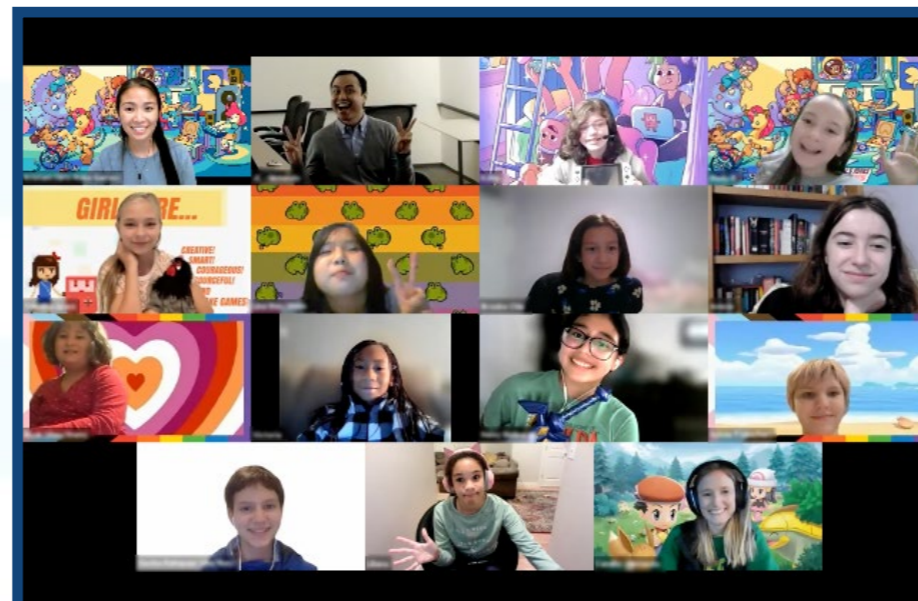


# Core Programs: Summer Camps & Workshops

✦ Taught and mentored 695 girls, all virtually through a series of workshops, interactive panels, and summer camps.

✦ Provided \$250K+ USD in partial and full scholarships to 615 girls.

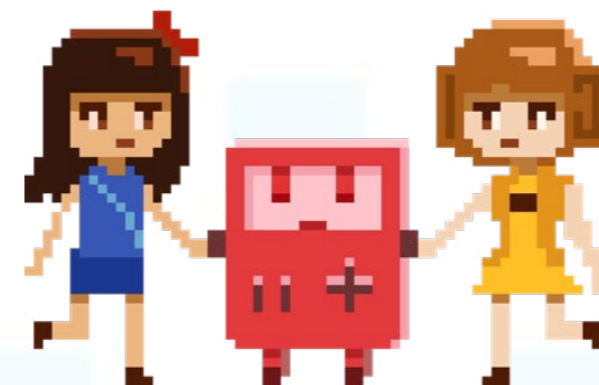
✦ Offered 13,000+ hours of instruction, leading to the development of 438 student games.





# GMG Fellowship

- Received 101 applications for 49 spots in 2021–2022.
- Trained and mentored 46 GMG Fellows to deliver GMG camps and workshops.
- Kicked off a fellows-only Mentorship Program in collaboration with Sony PlayStation.





# GMG Games

- Published What They Don't Sea – GMG 2019 Demo Day Winning Game – on Steam and Itch.io.
- Launched Shredded Secrets on Nintendo Switch.
- Published 3 GMG Titles (Find Me, Shredded Secrets & What They Don't Sea) on Google Play Store.
- 128 girls 'pitched' their games to enter the 2022 Grand Prize Challenge – 9 Finalists, 3 winners.



# In their words:

- ✦ “At first I was scared because I didn’t know very much English, and I didn’t know if I would be good enough for camp. But after meeting my counselors KB and Pepi I was able to speak with them in Spanish and make a full game, and I’m so happy about it. I love GMG!!!” – Alice, 10
- ✦ “I have a lot of fun at GMG, this is one of the only places I can find other people who like programming! I love being able to play my game and look at it and say, “Wow, I made that.” – Maya, 8
- ✦ “I look forward to Girls Make Games sooo much! After camp ends I’m like “I can’t wait until next year.” I love designing my veryown game, especially seeing other people play it. I also love the people here.” – Megan, 14





## Meet Lainey Leslie, game designer-in-training and 3 time camp Alumna. Lainey returned to camp this year as a counselor and will bring GMG workshops to her school in 2023!

**“I’ve been playing games since before I could read.** My dad would put me on his lap and give me the controller. My hands were so small that I had to put both of them on one joystick to control the player, and I’ve loved video games ever since. My taste in games has not changed since I was a little kid. I’ve always loved RPGs like Double Fine’s Costume Quest, and I’ve recently enjoyed playing 13 Sentinels: Aegis Rim.

GMG opened my eyes to a completely new creative outlet. I found that I could combine my interests in storytelling and technology to create a super immersive experience for the player! I also loved working in teams to actually create games! It was incredible to walk away with a finished game after 3 weeks. And it was such a supportive and friendly environment. I especially loved the final week of camp (“crunch time”) where everything finally fell into place. It was stressful, but rewarding. As a counselor, being at GMG was super inspiring. I could feel the creativity and excitement radiating off of every kid! It made me want to go out and make more games. Watching them fall in love with game development made me fall in love with it again.

**My advice to other girls: There are so many opportunities for creativity in game development! It takes so many roles to build a game, and you can always find your own niche. <3”**



## Meet Jia Michel, game programmer, 2021 Demo Day winner and entrepreneur extraordinaire. Jia served as counselor at GMG camps and has launched her own mentoring non profit organization to match girls to mentors!

“I attended GMG in the summer of 2021, and after attending only one day I understood how special the GMG community is. Whether asking questions to my counselor, or playing games with my fellow scholars there was an ever blossoming enthusiasm that allowed me to be even more enthusiastic about programming. Even after GMG, I was able to stay in touch with fellow scholars, and ask advice from Laila. Girls Make Games is not only two weeks of a fabulous learning experience but it is also a never ending supportive community. This year I was able to be a Girls Make Games Jr. Counselor, and seeing the back-end workings of GMG allowed me to understand even more how GMG’s support is to all who are a part of making GMG.

My advice for other girls who are interested in programming or wondering how to get into computer science are two things. Number 1, find your community. Through a community as phenomenal as GMG, you are able to connect with people who can teach you, encourage you and support you. Number 2, just do it! I often doubt myself or second-guess whether I am wasting time developing a certain project especially when facing thousands of errors, but then I try to remember that even debugging, even following tutorials is practice and I am developing my skills. Even if you feel as though you are not “qualified” enough to pursue a research project, apply for an internship or go to a hackathon, by filling out the application or by showing up to the event you are allowing yourself to have new experiences and open new doorways.”





# In their parent's words:

“My daughter was simply hooked from day one! All she talked about for three weeks was GMG. I can't wait for future camps.”

“After spending her entire 2nd grade year remote due to Covid, I wasn't sure how excited my daughter would be to get back on a laptop every day for three weeks this summer. But she had so much fun learning new things that she looked forward to it every single day.”

“It was awesome to see how just 3 weeks of summer with like-minded peers and a supportive team has a huge impact on girls who dream of being more. The smile on the face of a girl who now believes that there is no such thing as “a boy's thing” is priceless.”

“A camp like this helps to boost the confidence in young girls in technology. I want my daughter to know that she could do anything. Thank you for creating a camp that caters to the under-represented girls in technology. Way to go!”

“I was unsure how a virtual camp would work. I'm a HS teacher, and I know that teaching during the pandemic has been super challenging. Everything about this camp exceeded my expectations. My daughter's camp leader was so kind, excited, and engaging. Guest speakers' depth of knowledge of the industry and willingness to engage with the girls was amazing. Camp tech support was always prompt and happy to help. I can't wait for her to attend GMG in years to come!”



# What the Fellows say:

“The most organized and color-coded organization I’ve ever worked for. Everything was very straightforward and easy to follow. The morning check-ins helped me mentally check in for camp and keep me accountable for showing up on time. Very fast and effective communication. You all run a very tight ship, I don’t know how you do it. Everyone was super friendly, and approachable.”



– Steph Nguyen, 28, Full Sail ‘16, 2021 GMG Fellow

“I plan on coming back to GMG next summer and jump at any chance I get to help out because I really liked seeing the impact GMG has on these young kids! I had such a fun time meeting my campers as well as working and hanging out with the other fellows. I can’t wait to see what more GMG does and hope it continues to expand and reach more kids across the world.”



– Kaylah Derilus, 20,  
William Peace University ‘23, 2021 GMG Fellow



# What the Fellows say:

“Having been a counselor/instructor at many kids camps (both IRL and virtual), GMG has been the most enjoyable for me and probably ran the smoothest. Great people, great games, and lots of fun.”

– Amanda Sharkey, 19,  
University of Southern  
California '24, 2021 GMG  
Fellow



“What an amazing experience with such talented, brave, and intelligent campers! With all the game time and “bugs”, my squad definitely made the most of camp.”

– Ixel Camacho, 22,  
University of California  
Santa Cruz '21, 2021 GMG  
Fellow



Meet Reva Sathe and Dylan Clauson, two GMG alumni who joined us in 2022 as junior counselors. Both Reva and Dylan have previously attended GMG as students, and were excited to return in a mentoring capacity. We're so proud of them both being amazing role models and for giving back to the GMG community!

“From being mentored as a camper at Girls Make Games, learning the basics of game design, to being a jr. counselor and being that mentor for others; GMG has led me on a path of learning, friendship, and confidence. It has taught me values of teamwork and reminded me that I have strength and value worth sharing with the world. Girls Make Games has not only educated me and many others on the fascinating world of games, but it has built us up and prepared us for life outside as well.”

– Dylan Clauson, 17, Holy Names Academy '22, Seattle, 2021 GMG Jr. Counselor/Fellow





“Going into my first summer at Girls Make Games, I did not know what to expect. I thought that it would be just another coding camp, that at the time I had grown tired of. Although this perception was shattered as soon as I walked into the conference room where the camp was held. I walked into a room filled with other girls playing and discussing video games. This was the first time that I was in a place of learning related to technology without the stress of being one of the only girls.

The three weeks at GMG that summer zoomed by, I remember after just the first day begging my mom to sign me up for the next year. The next year I returned once again as a camper, my second summer there allowed for me to grow my passion for game development by both exploring on my own and being surrounded by the incredibly supportive community GMG fosters. That summer I even made it to Demo Day with my team with a psychological horror game.

After all that GMG had given me from introducing me to what I want to pursue to all the amazing friends I have met, I wanted to help to create a similar experience for other girls. This led me to reach out and return to GMG once again, not as a camper but as a junior counselor. Over the summer of 2021, I was able to do just as I had set out to, it was amazing to be able to meet so many girls from all around the world and work with them to be able to create video games. GMG changed my life and I am extremely grateful to have been with them for so long!”

— Reva Sathe, 17, San Mateo High School '22, San Mateo, 2021 GMG Jr. Counselor/Fellow





# How you can support Girls Make Games

## MAKE A FINANCIAL CONTRIBUTION

[Any amount, see next page for Sponsorship levels and benefits]

Increase GMG's impact and reach by contributing to the GMG Scholarship Fund. In 2021 GMG disbursed \$250,000 in scholarships to girls who wouldn't have access to our programs without the support.

## HOST A GMG WORKSHOP

[Minimum sponsorship \$5K]

GMG will manage all logistics, teaching, curriculum and make room for your team's participation (panel, mentorship and more). [See example GMG x DS Volition Workshop here.](#)

## SPONSOR GAMES & SWAG

[Any quantity]

Sponsor merch that we can give away to girls in our programs. Examples include but not limited to: stationery, plushies, digital and physical game copies, posters, stickers.

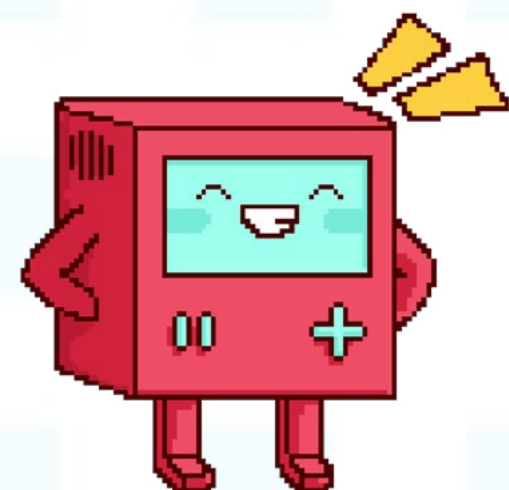
## SPEAK & INTERACT WITH GMG STUDENTS

[Minimum sponsorship \$5K]

Support the program by inviting your staff to speak at our annual summer camps and/or workshops! Sample options include panels, solo speakers, demo sessions.

Also: sponsor a fun, virtual "Games Night" with GMG's community and your employees. GMG will coordinate all logistics including picking a game, moderating/leading sessions in groups and facilitating sessions. Simply show up, meet some awesome budding game devs and have fun playing with GMG!





# Sponsorship Tiers & Benefits

**PATRON TIER:** \$5,000

- ❖ Support GMG Scholarships & Programs
- ❖ 1 Social Media mention. 1 newsletter mention (77K+ reach)

**CHAMPION TIER:** \$10,000

- ❖ Patron level benefits PLUS Company Logo on GMG website, 2 Social Media mentions, 1 newsletter mention

**BRONZE TIER:** \$40,000

- ❖ Champion level benefits PLUS 3 Social Media mentions, 2 newsletter mentions

**SILVER TIER:** \$65,000

- ❖ Bronze level benefits PLUS 5 Social Media mentions, 3 newsletter mentions

**GOLD TIER:** \$90,000

- ❖ Silver level benefits PLUS logo on all GMG student t-shirts and Demo Day co-sponsor

**PLATINUM TIER:** \$120,000

- ❖ Gold level benefits PLUS prime logo placement on National Demo Day.
- ❖ Logo inclusion in GMG published titles

THANK YOU!

