



Building on 14 years of running major successful events in the games industry, including several live-pitching events, selection processes and support systems, Nordic Game is introducing the **Nordic Game Discovery Contest** (NGDC) - an exciting, competitive challenge where selected game projects are showcased at live-pitch events in several countries.

### **Concept**

We are partnering with regional, professional games conferences across Europe throughout the year in order to discover the most promising games with the best potential for becoming global hits. Winners will go on to pitch at the NGDC Finals taking place at Nordic Game's fourteenth edition on 17-19 May 2017, where the best 12 Nordic and European games which will compete in front of an international panel of judges consisting of investors, publishers, media and sponsors to select the NGDC Game of the Year.

### **Objectives**

- To provide an easily accessible and competitive platform for developers (Nordic and others) to showcase their games, win cash prizes and secure investment, publishing and other deals globally
- To offer publisher and investment groups alongside other interested parties direct screening access to the hottest, but yet undiscovered games
- Long-term goal: To become the most prestigious and relevant developer's competition for the newest and hottest games from the Nordic region, Europe and across the globe.

### **Developers, why should you participate?**

Right now is a golden age for game development; and while that's great for the industry, it also means that hundreds of new titles are released every day, with the competition to get noticed fiercer than ever. Joining the NGDC gives you a great chance to get your game discovered. Just by submitting your title to the contest, it will be judged by a panel of experts – publishers, investors, journalists, prominent game designers and other industry profiles – and should you be picked to pitch your game live on stage, you can be sure to attract the attention of the attending industry professionals in the audience as well.

On stage, you'll be pitching in front of a panel of experts, as well as the live audience. After your pitch, the expert panel will ask questions and give you advice. With a really good at pitch (and stellar game), you

can go all the way to the grand finals at Nordic Game 2017 in May, win some nice prizes and significantly extend your visibility, at Europe's largest games industry event and around the world.

**2016-2017 NGDC Tour (NGDC Finals at NG17, 19 May 2017, Malmö, Sweden):**

**Northern Game Summit**, 6-7 October 2016, Kajaani, Finland  
**Sweden Game Conference**, 20-23 October 2016, Skövde, Sweden  
**Konsoll**, 20-21 October 2016, Bergen, Norway  
**Quo Vadis**, 24-26 April 2017, Berlin, Germany  
**Reboot Develop**, 21 April 2017, Dubrovnik, Croatia  
**Nordic Game Jam**, 21 April 2017, Copenhagen, Denmark

**2017-2018 NGDC Tour (confirmed to date):**

**DevPlay**, 12 September, Bucharest 2017, Romania  
**Athens Games Conference**, late September 2017, Athens, Greece  
**Northern Game Summit**, 5 October 2017, Kajaani, Finland  
**Sweden Game Conference**, mid-October 2017, Skovde, Sweden  
**Chisinau Games Conference**, end of November 2017, Chisinau, Moldova

**Wild cards:**

A number of wild cards will be considered via online submission in April. Visit [nordicgame.com](http://nordicgame.com) for details!

**NGDC Finals:** Nordic Game 2017, 17-19 May, Malmö

**Rules:**

The rules are simple. Are you developing or do you have a recently completed game that deserves much more attention than it has gotten thus far? Are you attending one of the events on the Nordic Game Discovery Contest Tour plan? Submit your game now and prepare to go on stage in the preliminary heats in the Nordic region and Europe, and you may make it all the way to the NGDC Finals!

**Benefits:**

- Get your game discovered!
- The chance to win (fabulous) prizes :)
- Attract investment, funding or acquisition by companies attending the contest
- Get a complimentary table booth to showcase your game at the NG17 Discovery Showcase (finalists only)



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KONSOLL  
2016

NGS  
northern game summit

  
NORDISK FILM  
EGMONT

MAY 17 18 19 2017  
nordicgame  
KNOWLEDGE. EMOTION. BUSINESS.

  
NORDIC GAME  
VENTURES

QUO  
VADIS  
create. game. business

Nordic  
gamejam

REBOOT  
DEVELOP 2016.

SWEDEN  
GAME ARENA

For more info about terms & conditions, submission details for developers, etc., visit the dedicated NGDC page on the Northern Game Summit website, our partner event for the first leg of the contest: <http://www.northerngamesummit.org/dayzero.html>



Example of Regional Partner Agreement

**Case: NGDC @Northern Game Summit 2016 (NGS), 5-6 October in Kajaani, Finland**

Nordic Game Responsibilities:

- Run the competition in Kajaani - physical presence, and managing the contest on-site
- Receive submissions from developers and game selection quality control
- Select a specific number of games (the precise number to be determined with NGS)
- Discusses, and chooses judging panel in close consultation with the NGS (one publisher, one investor, one media representative plus potential sponsors)
- Promote the NGS leg of the Nordic Game Discovery Contest online via NG website and weekly newsletter.
- Offer NGS two full access tickets including Pitch and Match Unlimited Access at Nordic Game 2017
- High level branding on the Nordic Game Discovery Contest banners at Nordic Game 2017
- Offer Nordic Game Discovery Contest room branding during the semi-finals and finals at NG17

Northern Game Summit Responsibilities:

- Provide venue, AV tech and volunteer force at NGS to support the Nordic Game team in running NGDC
- Provide official event status as part of NGS, i. e. included in the official program, schedule, etc.
- Provide online promotion for game submissions via NGS promotional channels
- Work closely with the Nordic Game team in securing the expert panel per Nordic Game approval
- Provide accommodation, flight tickets and NGS full access to the Nordic Game team

## Sponsorship Packages (General Competition Sponsorship Partnership)

### A. Main Yearly Sponsors (power-up the whole competition plus receive visibility at Nordic Game 2017):

Benefits at NG17: Constant visibility across all Nordic Game PR channels before NG17 – NG newsletters, website visibility, mentions in all Nordic Game stories about NGDC, in the NG17 official program (two pages promo within the General Program in connection to NGDC), one dedicated email, one private meeting room at NG17; speaker slot (20 min.) to open up NGDC; judge seat in the NGDC; three tickets plus MeetToMatch Unlimited meeting system access.

Benefits before NG17 (regional shows prior to NGDC Finals): Receiving all game submissions throughout the year from both our partnerships with regional conferences and via the NG17 online submission forms with access to all games; visibility branding at the regional shows, such as a show reel on screens behind the stage at the event, posters and branding to be brought by sponsors at NGDC regional conferences, judge position in the panel, story in our newsletter about NGDC and our partnership; possibility for promotion to local developers and gaming scene in each of the countries via our regional partners.

**Price: 17,500 EUR**

### B: Nordic Game 2017 - Nordic Game Discovery Contest Co-Sponsorship:

Benefits (at the conference itself): NG newsletter promo, website visibility, mentions in all Nordic Game stories about NGDC, in the Nordic Game 2017 official program (two pages of promo within the official program in connection to NGDC), one dedicated email, one private meeting room at NG17; speaker slot (20 min.) to open up NGDC; judge seat in the NGDC; three tickets plus MeetToMatch Unlimited access.

**Price (benefits at the NG17 conference itself): 9,000 EUR**

### C: Regional Competition Sponsor (with individual packages adapted for each of the partnering conferences = semifinals visibility leading up to Nordic Game 2017):

Benefits: Receiving all game submissions for a given conference or more (if they decide to embark for several) with local access to all games for the given regional show, visibility and branding at the given shows i. e. show reel at the event, posters and branding to be brought by sponsors at NGDC regional conference, judge position in the panel, story in our newsletter about NGDC and our partnership; possibility for promotion to local developers and gaming scene in each of the countries via our regional partners.

**Price: 5,000 EUR**

