



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** - 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 Grand Finale taking place at Nordic Game's 14th edition on 17-19 May 2017, where the best 12 Nordic and European games which will be competing in front of an international panel of judges consisting of investors, publishers, media, and sponsors, until the games discovery contest Game of the Year has been selected!

Objectives

- To provide an easy access and competitive platform for developers (partly Nordics) 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 developers' competition for the newest and hottest games in the Nordic and European region

Developer, 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 each day of the year, 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 it to the contest, it will be looked at by a string of experts – publishers, investors, journalists, prominent game designers and other industry profiles – and should you be picked to pitch it live on stage, you can be sure to attract the attention of all 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. The experts will listen to you, and after your pitch they'll ask questions and give you advice. If you're so good at pitching, then

you'll go all the way to the big finals at the Nordic Game 2017 conference in May, win some nice prizes, and extend your visibility globally.

Tour Plan:

The first stops in the NGDC tour have already been confirmed:

Northern Game Summit, 6-7 October 2016, Kajaani, Finland

Sweden Game Conference, 20-23 October 2016, Skövde, Sweden

Konsoll, 20-21 October, Bergen, Norway

Quo Vadis, 24-26 April, Berlin, Germany

Reboot Develop, 28-30 April, Dubrovnik, Croatia

More events to be announced soon!

Wildcards:

A number of wildcards will be given through an online submission system on the nordicgame.com website – for developers not able to join the tour events. More info about this later.

Finals:

Nordic Game 2017, 17-19 May, Malmö

Rules:

The rules are simple. Are you developing, or do you have already developed a game that deserves much more attention than it has gotten this far? Are you attending one of the events on the Nordic Game Discovery Contest Tour plan? Submit, and prepare to go on stage in the preliminary heats, and maybe all the way to the NG17 Finals!

Benefits:

- Get the chance of getting your game discovered!
- Get the chance of winning prizes
- Get the chance of being invested in, funded, or acquired by companies attending the contest
- Get a complimentary table booth to showcase your game at the Nordic Game Indie Showcase (finalists only)

For more info about terms & conditions, submission details for developers etc., please visit the dedicated NGDC site at Northern Game Summit, our partner event for the first leg of the contest:

<http://www.northerngamesummit.org/dayzero.html>





Example of Regional Partner Agreement

Case: Nordic Game Discovery Contest @Northern Game Summit, 5-6 October, Kajaani, Finland

Nordic Game Responsibilities:

- Run the competition in Kajaani - physical presence, and managing the contest on-site
- Receive submissions from indie developers, and running the quality control for selection
- Select a specific number of games (the precise number to be discussed with the Northern Gaming Summit)
- Discusses, and chooses judging panel in close connection with the Northern Gaming Summit (one publisher, one investor, one media representative, plus potential sponsors)
- Promote the Northern Gaming Summit's Nordic Game Discovery Contest online via the weekly NG newsletter and NG website
- Offer Northern Gaming Summit 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 the conference in sustaining the Nordic Game team's effort in running NGDC
- Provide official event status as part of the Northern Gaming Summit including being part of the program, official schedule, etc
- Provides the online promotional channels for indie game submissions via Northern Gaming Summit's promotional channels
- Works closely with the Nordic Game team in securing the judging panel final composition, the final decision remaining with Nordic Game
- Provides accommodation, flight tickets, and conference 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 including Northern Gaming Summit): Receiving all game submissions throughout the year from both our partnerships with regional conferences and via the NG17 on-line submission forms with access to all games; visibility branding at the regional shows such as Northern Gaming Summit in 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 with them; possibility for promotion to local developers and gaming scene in each of the countries via our regional partner.

Price: 17,500 Euros

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 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 access.

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

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 in 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 with them; possibility for promotion to local developers and gaming scene in each of the countries via our regional partner.

Price: 5,000 Euros

