Who are we?

We are a social gaming club at the University of Canterbury (in NZ) affiliated with the University of Canterbury Students Association that has been running since 2010. We run an in-person gaming session every Friday at the university, and we run special events every term. These events include esports tournaments, LAN events, social gaming nights, Quiz Nights, Bar Nights, online game servers, collaborative events with other organisations, and online gaming sessions. Our goal is to be an inclusive hub for any type of gamer for the university and Christchurch as a whole. We are looking for organisations to sponsor our club to help us in striving towards our goal.

Our Numbers

We have:

- Around 3000 people have signed up as members of our club over the past ~13 years, with the vast majority being current & past students at the university. We have ~250 members signed up so far for 2023.
- 1800+ on our emailing list for our events/advertising mailer we send out every term.
- 1500+ followers on our Facebook page.
- 990+ on our Discord server.
- 290+ followers on Instagram.

Our executive team and club members are from diverse backgrounds, and our target audience is anyone who enjoys any type of game. The number of people attending our events has been consistantly increasing over the past two years and continuing to increase!

Our Events

Esports Tournaments

We have run competitive esports tournaments in games including Dota 2, Valorant, League of Legends, Mobile Legends, FIFA, Rocket League, and Smash Brothers Ultimate. We know there is an appetite for competitive gaming and esports within the university and beyond, and we want to support that by running tournaments. We have live streamed the tournaments to our Twitch and YouTube channels. Our tournaments in 2022, 2023, and 2024 have reached up to 200 unique viewers on Twitch and our recent esports event the 'International Gaming Expo' that we ran for orientation week at the university attracted over 250 attendees with around 130 competitors.

We also have a Fighting Games club affiliated with us who run fighting game tournaments in the Christchurch region. They run tournaments for games like Smash Brothers, Street Fighter, Guilty Gear, etc. We regularly collaborate with local organisations like the Fighting Games Community, the UC Student Association, and the Christchurch City Council to run tournaments together. Our League of Legends Tournament we ran with Esports Ōtautahi in 2023 received the Supreme Club Award for 'Best Sponsorship Opportunity' in 2023.

LANs

We run LAN events once a term (4 times a year). Attendees bring their own setup, whether it is a PC, Laptop, or console, and we provide a local ethernet and wifi connection so people can play multiplayer games with others with a direct LAN connection. These events run from 12pm-12am on a Saturday and we run activities during the LAN, which include game servers, speed running events, esports competitions, etc. Our LANs have attracted between 30-70 attendees in 2023 & 2024.

Social Gaming Nights

We run weekly in-person gaming sessions in the Rehua New Education building at the university. These gaming sessions are social events where we run local multiplayer party games like Jackbox Party Packs, Mario Kart, Super Smash Brothers Ultimate, Just Dance, Boomerang Foo, and many more.

We get between 25-85 people attending our Weeklies depending on the week and time of year. For Weeklies following the university club's days, we do an 'Introduction Night' where we do icebreaker activities like introducing ourselves to each other, people bingo, and video game charades to help welcome new members to the club. We also hand out small prizes at these introduction nights to encourage people to interact with others. Our first Introduction Night in 2024 had over 80 attendees.

We also sometimes have special themes or specific games available to play to make the events more fun.

Bar Nights

Our Bar Nights are events where we book out the campus or an external bar and play games while having a drink and bar snacks. These events are normally very popular with an attendance ranging between 30~50 people. Retro games and fighting games are usually most prominent during Bar Night, with us bringing out our classic consoles like the Super Nintendo Entertainment System, Game Cube, Wii, etc. We have also done collaborative variations on the bar nights such as the 'Switch

Games Night' we ran with the UC Student Association in 2022 which catered to international students and a Pokémon themed bar night in 2023 with the university's Pokémon Society.

Quiz Nights

We organise gaming-themed Quiz Nights every year. These events are competitions where teams compete to guess gaming-related trivia, with the top teams winning prizes like game keys, vouchers, and gaming accessories. A lot of effort goes into preparing the questions by our executive team to ensure the attendees have as fun of a night as possible.

This event is among our most popular events of the year, with us reaching venue capacity (45 people) for the Quiz Night in 2022 and the Quiz Nights in 2023 gaining great attendance!

Other Events

Sponsorship Proposal

Previously, businesses have offered us sponsorship in the forms of gift vouchers as game tournament/competition prizes; discount codes for our members, discounted/promotional merchandise to give away as prizes or other incentives for members; and other special deals relevant to the business and appropriate to our club. This has proved a great incentive to members attending our events and joining in our social atmosphere and has also benefited the sponsors through increased patronage by our members.

Sponsor one of our events

What you could provide for our events

- Gaming-related products/gear
- Merchandise
- Facilities
- Monetary donation
- Food
- Beverages
- Vouchers/coupons

Examples

- Monetary donation or vouchers for a tournament prize pool or giveaway.
- Providing gaming-related gear, merchandise, and vouchers to give out as prizes for our Quiz Nights, Esports Tournaments, or other events.
- Providing food & beverages for our LAN event.
- Providing gaming equipment (e.g., VR headset, computers, gaming systems, games, etc) to be used on loan.
- Providing merchandise that we could give out during the university clubs day.
- Providing a facility that one of our events could run from.

What we could do for you

- Place your branding on our advertisements related to the event on
    - o Our event mailer
    - o Our Facebook event page and posts
    - o Our Instagram posts
    - o Our discord posts
- Place your branding in any video/streamed content if video/stream content is produced from the event.
- Express our gratitude and give your brand/product a shout out(s) during the event.
- Physical advertisements like banners, fliers, and merchandise could be displayed and given out at in-person events.
- Provide pictures of the event that you would be free to use for promotion.
- Thank you on our website for supporting our events.

Sponsor our club

You could Sponsor our club in general. This would be providing money or gear to help with our operation of the club.

What you could provide to the club
- A monetary donation to the club for us to invest in equipment and running bigger events.
- Merchandise like stickers, pens, etc that we could give out to our members and others at our events.
- Equipment like game controllers, computer parts, games, etc to help with running our events.
- Discounts or other deals for your products that we can give to our members.
- Other deals that would benefit the members of our club.

What we could do for you
- We will feature your branding/products prominently on our:
  - Our event mailer
  - Our Facebook event page and posts
  - Our Instagram posts
  - Our discord posts
- Provide photos of our events that you would be free to use.
- Routinely express our gratitude at our events and social media.
- Feature your brand/products on our website.
- Thank you on our website for supporting our events.
- Allow advertising at our events.

Links

Our Website: https://www.ucgg.org.nz/

Our Facebook: https://www.facebook.com/UCGamingGuild/

Our Discord: https://discord.gg/ucgg

Our Instagram: https://www.instagram.com/ucgamingguild/

Our YouTube: https://www.youtube.com/channel/UCyTeMuddifF2p3cGo4FWiGQ

Other Links: https://linktr.ee/ucgg