



# Who are we?

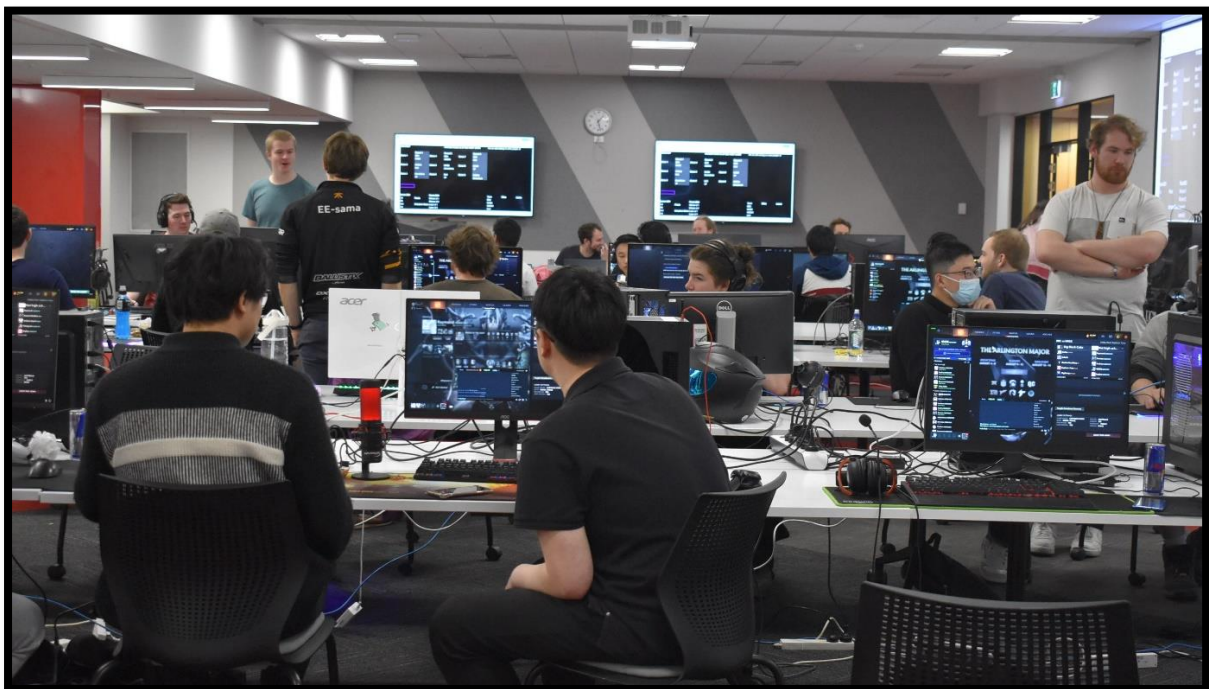
We are a social gaming club at the University of Canterbury (in NZ) affiliated with the University of Canterbury Students Association that has been running since 2010. We run an in-person gaming session every Friday at the university, and we run special events every term. These events include gaming-themed Quiz Nights, LAN events, Bar Nights, introduction icebreaker nights, esports tournaments, 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 businesses to sponsor our club to help us in striving towards our goal.

# Our Numbers

We have:

- 2100+ members signed up with our club, with the vast majority being current & past students at the university.
- 1900+ members on our emailing list for our events/advertising mailer we send out every term.
- 1400+ follows & 1400+ likes on our Facebook page
- 650+ on our Discord server
- 50+ followers on Instagram (which was relaunched this year)
- Each of our posts this year on Facebook have been able to reach 150~2000 people

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 increasing throughout 2022 and we expect that increase to continue into 2023!



# Our Events

## Weeklies



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 10~40 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. These Introduction Nights get 30~40 people attending. We also sometimes have special themes like 'funny hats night' or 'retro games night' to spice the events up and we plan to do more special themes going into 2023.

## Quiz Night



We run gaming-themed Quiz Nights once a year. These events are competitions where teams of five 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 one of our most popular events of the year, with us reaching venue capacity (45 people) for the Quiz Night in term 1 of 2022. We plan to hold future Quiz Nights in bigger venues to make sure we have space for everyone who wants to come.

## LAN



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 their 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, competitions, etc.

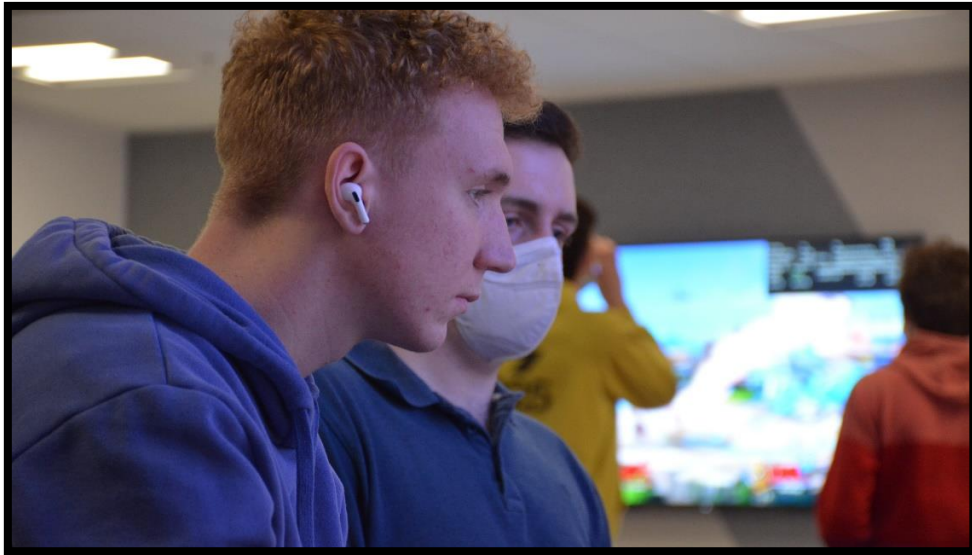
The numbers coming to our LANs has been increasing as we run tournaments and improved marketing. Our most recent LAN in term three had 50 paid attendees and an extra 20 who came to support their friends playing in the tournament. We expect numbers to continue to increase for our LAN events.

## Bar Night



Our Bar Nights are events where we book out the campus bar and play games while having a drink and bar snacks. These events are normally very popular with an attendance ranging between 20~40 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.

## Tournaments



We have run competitive esports tournaments in games such as Dota 2, Valorant, Rocket League, and Smash Brothers Ultimate in 2022. 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 have reached up to 200 unique viewers on Twitch.

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 are collaborating with them and the UC Student Association on a Smash Brothers Ultimate Tournament coming up on the 3rd of March 2023.



# 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 benefitted the sponsors through increased patronage by our members.

## Sponsor one of our existing events

What you could provide for one of our events

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

Event use case 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
  - Our event mailer
  - Our Facebook event page and posts
  - Our Instagram posts
  - 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 at in-person events.
- Provide pictures of the event that you would be free to use for promotion.
- Thank you on our website for sponsoring 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

- 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.
- A monetary donation to the club for us to invest in equipment and running more exciting 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.
- Allow advertising at our events.

## Websites

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>