



SUNBLOOM
MEDIA ARTS CENTER

Sponsorship Deck 2024

About

Approximately 82% of global internet users play video games, with Asia having over 2x more gamers than any other region.

However, as the industry currently stands, less than 32% of game developers identify as Black, Indigenous, or People of Color.

This has a profound impact on the stories being told through the medium and limits our potential to learn about and connect with others around the world.

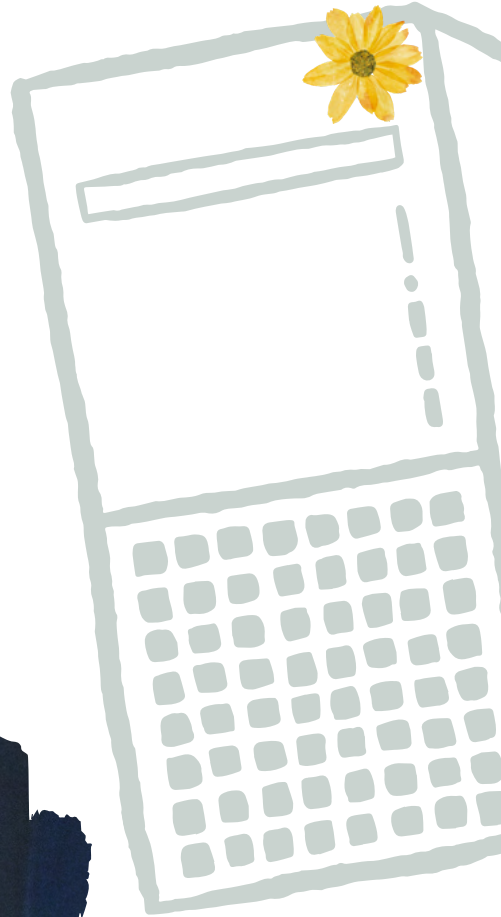


About

Sunbloom is a 501(C)(3) non-profit organization working to grow the games industry into a safer and more equitable space by fostering community and providing opportunities for people of color.

Our goal is to uplift those underrepresented in the games industry, offering spaces to showcase their talents and broaden their support networks.

To achieve this goal, we plan to launch two programs in 2024: an industry-wide mentorship program and an informational interview series.



Our Board

As women of color working in the media arts, we've seen - and lived - some of the issues facing the BIPOC community in the workplace and we decided to do something about it.



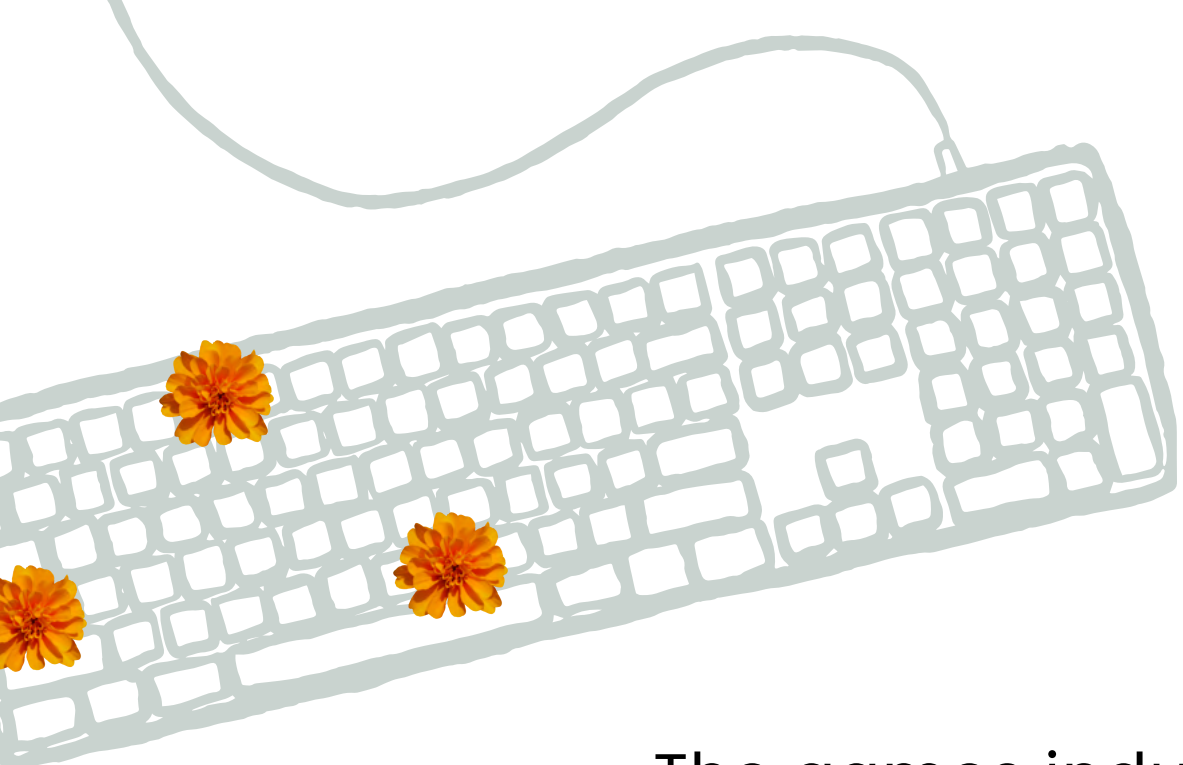
Multidisciplinary Game Dev
Stanford & UCSC
2024 IGDA Foundation Next Gen Leader



Visual Development & Concept Artist
San Jose State
Shrunkenheadman Club



Screenwriting & Communications
UOP & Loyola Marymount
Film Independent Incubator Lab Fellow



Theory of Change



The Problem

The games industry suffers from a lack of BIPOC representation and diversity.

Why

Lack of supportive communities and **safe spaces** in school and at work

Lack of awareness and encouragement to pursue game development due to **societal** and **cultural pressures**

Lack of representation in high visibility roles and **leadership** positions

Theory of Change

Our Approach

Facilitate the **formation of professional relationships** through structured programs and guided materials

Build community through online spaces and **networking** events, with safety as a top priority

Showcase members of our community via **interviews, talks, and features**



Theory of Change

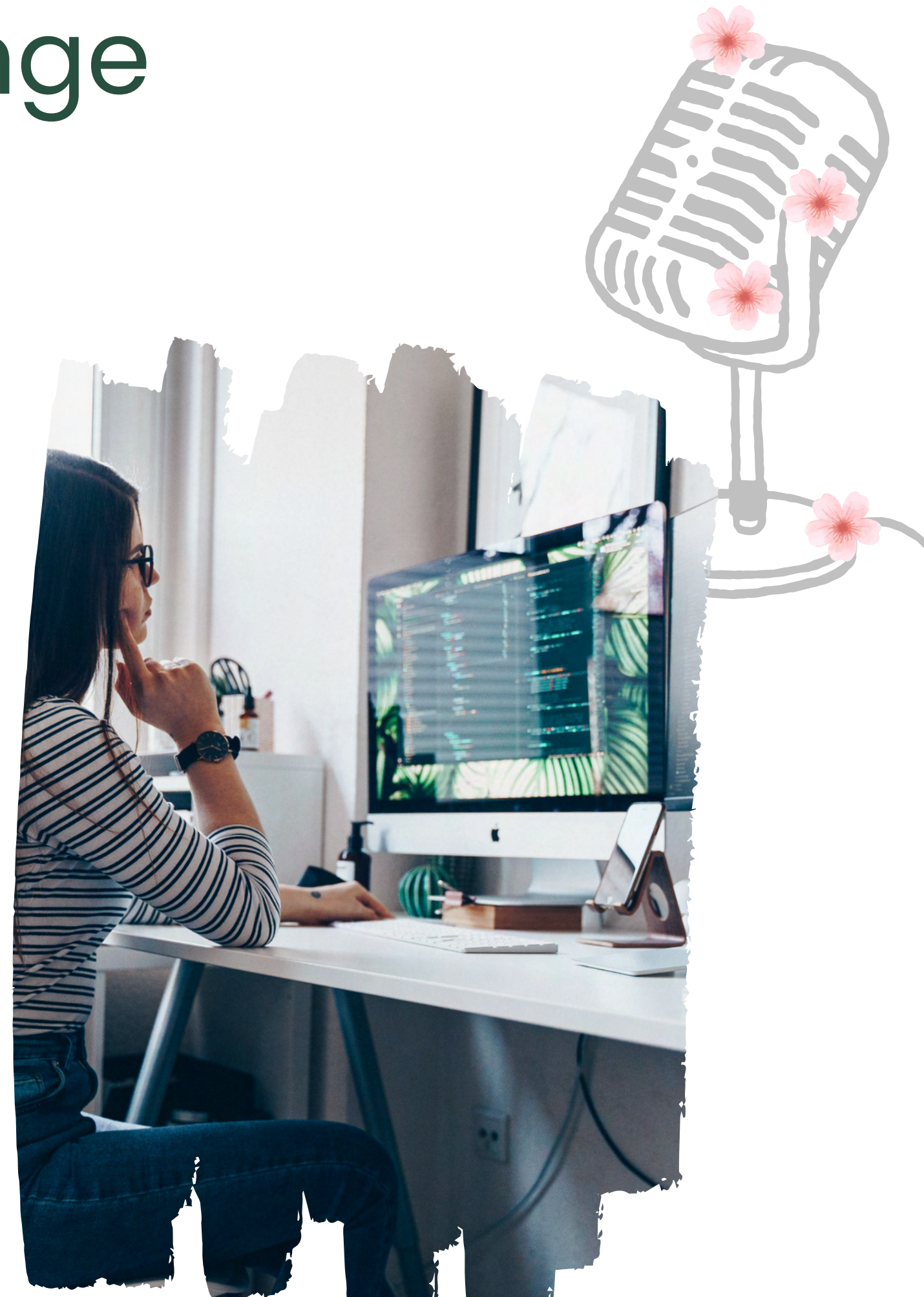
Our Impact

Professional **connections** in a tumultuous industry increase odds of a **healthy** and **thriving career**

Increased **representation** allows people to visualize themselves in the industry

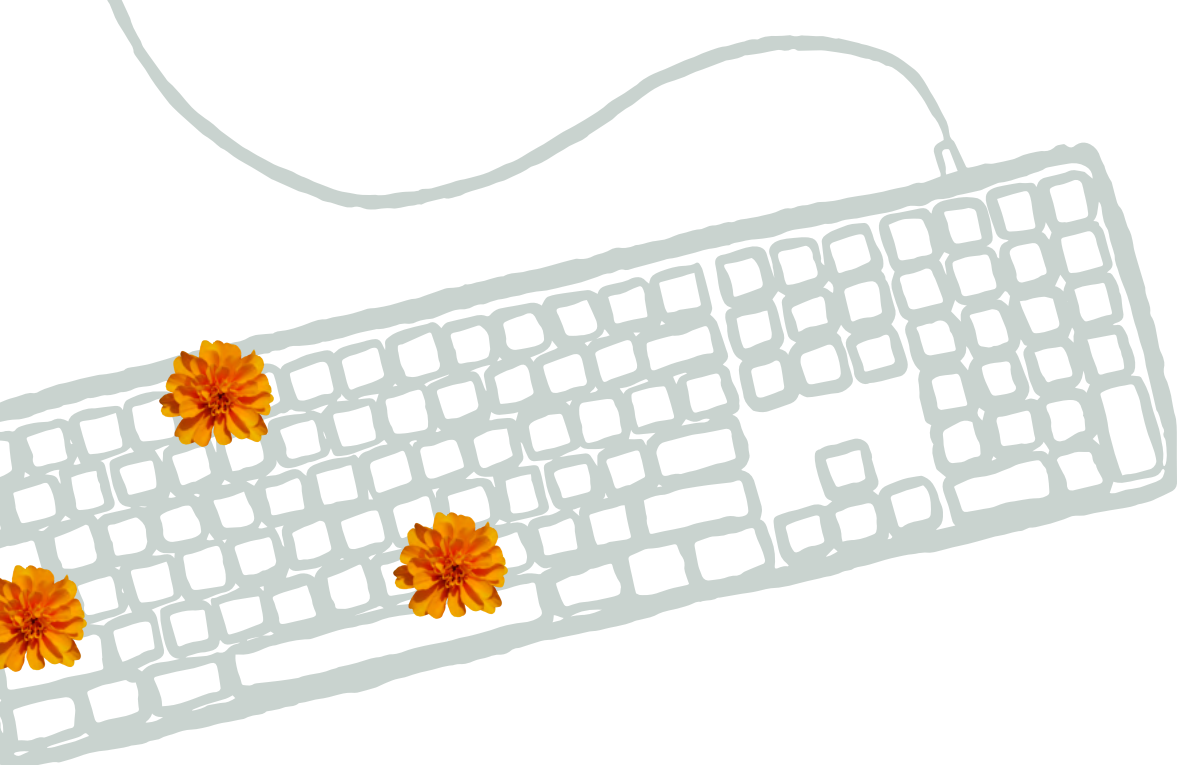
Accessible resources lead to increased **understanding** around game development as a **career** in BIPOC communities

More **experiences** being **shared** shines a light on areas of the industry that **need improvement** or can be **emulated**



Theory of Change

Goals for Long-Term Change



Increased **representation** leads to increased confidence and self-esteem in the BIPOC community and **decreases unconscious bias** in all

Increased **career longevity** for BIPOC in games leads to higher likelihood of **leadership** positions

A connected and **supportive community** results in more awareness around the unique issues BIPOC face in the workplace, and better equips people to safely navigate through them

Diverse backgrounds lead to more stories being told by those with lived experiences, **decreasing** the use of harmful **stereotypes, tokenism, and typecasting**

Programs



Mentorship

Launching Spring 2024!

Our team is currently planning a 6-month mentorship program for BIPOC in or looking to enter the games industry.



Interviews

Episode 1 in post-production!

Our first informational interview was filmed earlier this year and we have an exciting lineup of devs on the schedule.

Our plans for the future include a job board, workshops, incubators, game jams, collaborations with local community centers/libraries, and more!

Have an idea for a program?
We'd love to discuss the possibility of working with you to bring it to life!



Mentorship

One of the keys to sustainable success is building a supportive community and network.

Why Mentorship?

Mentorship benefits both mentors and mentees, providing **professional development** and building **communication skills**

Mentorship programs **boost minority representation** at the **management** level by 9% to 24%.

Companies that have ethnically **diverse leadership** teams are **33% more profitable** than those without.



Launching Spring 2024!

Interviews

Exposure to career possibilities within games not only builds interest in those looking to enter the industry, but it promotes understanding between those already within.

These interviews will...

Shine a spotlight on the various **positions** and **career paths** in the industry, from indie development to AAA, and everything in between

Detail the skills and daily motions that go into each job, serving as a powerful **educational resource** for those looking to enter the industry or level up

Serve as a bastion of **representation**, where people can go to hear new voices and to **visualize themselves in the industry**



Available soon on our YouTube channel!

Let's change the industry together.

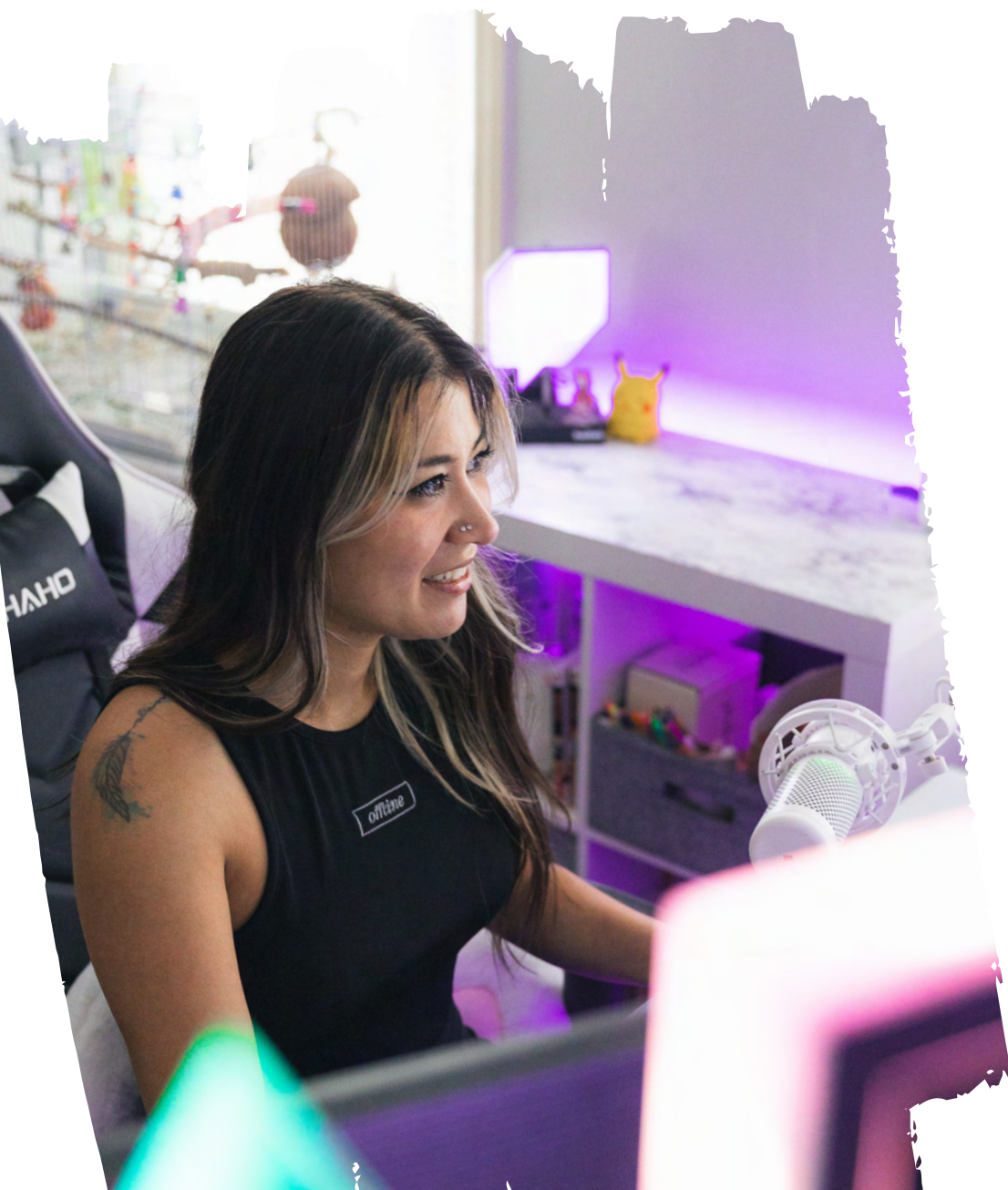
Our goals and dreams for positive, meaningful change can only be achieved through teamwork and we hope that our combined efforts propel us collectively towards the critical mass needed to make our industry a better place for all.

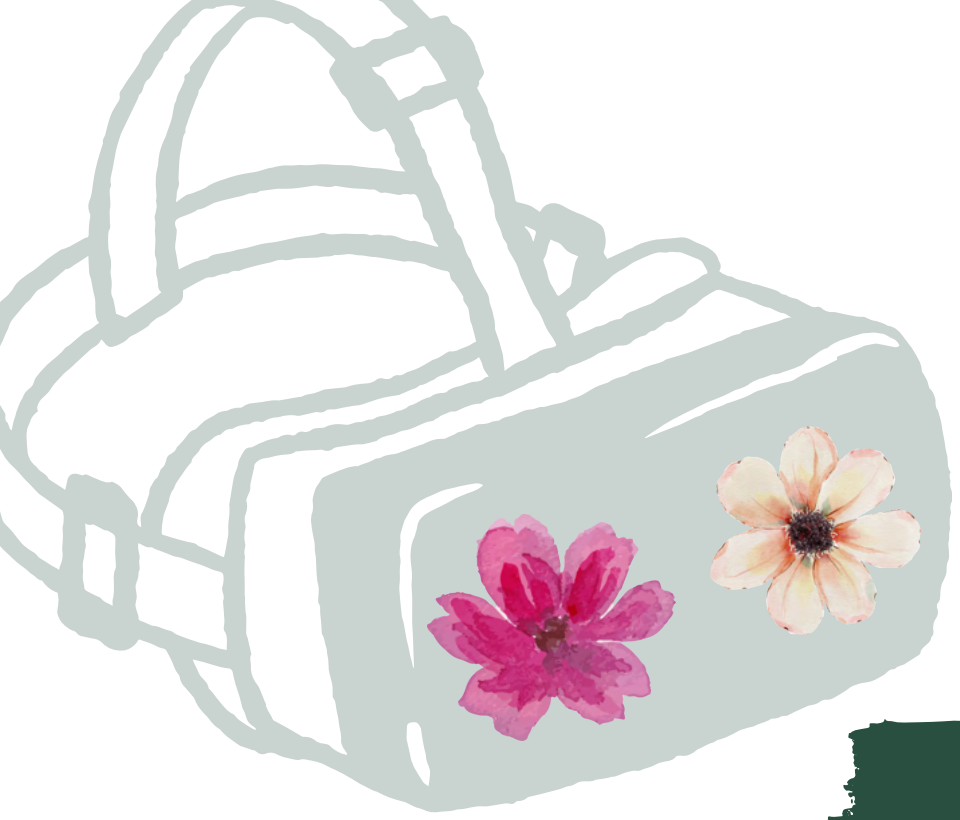
To do this, we need your help!

By partnering with us...

You will be **investing** in a more **equitable and diverse** games community

You will make a **direct and impactful statement** that you support the **career advancement** of BIPOC in the industry





Support Tiers

INDIES
EDUCATIONAL INSTITUTIONS
SMALL BUSINESSES



Seed \$500+

Bud \$1,000+

Bloom \$2,000+

Logo
(1 year duration)

- Displayed on Website

- Displayed on Website
- Special thanks at end of Video Interviews

- Displayed on Website
- Special thanks at end of Video Interviews
- Displayed on all 2024 Mentorship Materials

Socials

- 1+ Social Media & 1+ Mailing List shout-out

- 2+ Social Media & 2+ Mailing List shout-outs

- 4+ Social Media & 4+ Mailing List shout-outs

2024 Mentorship Program Perks

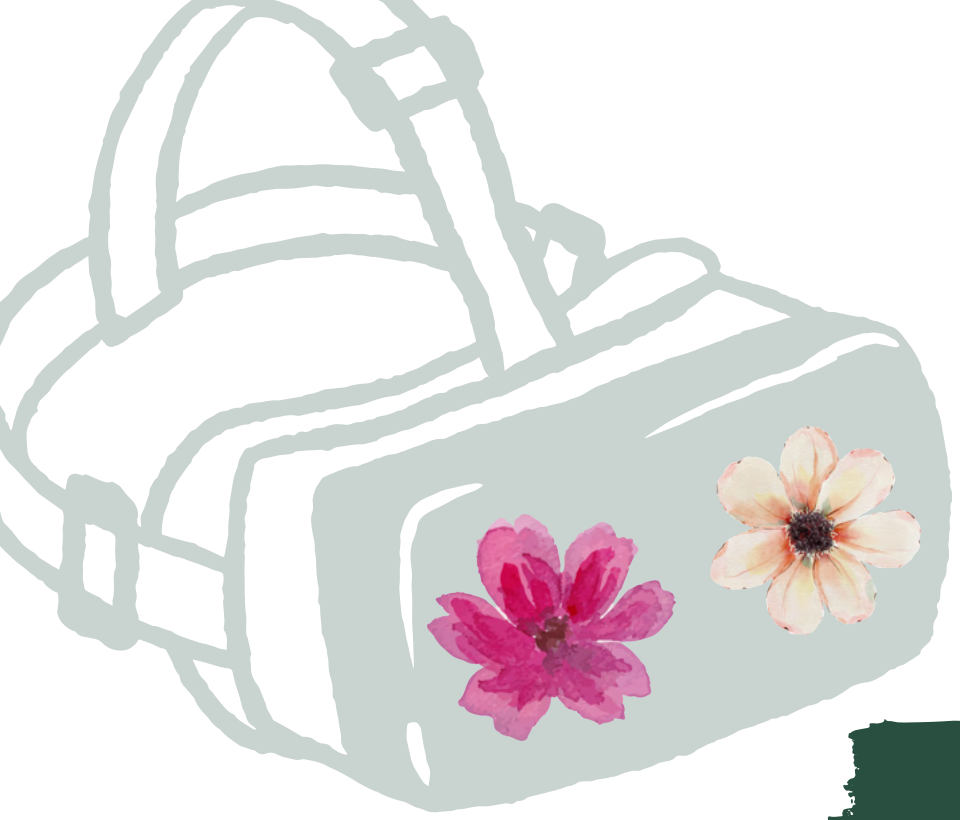
- 4 reserved spots*

- 8 reserved spots*

- 12 reserved spots*
- Official co-sponsor
- Reserved Guest Speaker Slot



* per 100 participants, mentees must identify as POC to participate in the 2024 mentorship program
Sunbloom Media Arts Center is a 501(c)(3) charitable organization and contributions are tax-deductible. Our EIN is 92-1009408.



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^^^
LARGE COMPANIES

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\$5,000+

Bud
\$10,000+

Bloom
\$20,000+

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www.sunbloomarts.org

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