ABOUT THE IGDA®

The **International Game Developers Association** is the largest non-profit membership organization in the world serving individuals who create video games. Our mission is to advance the careers and enhance the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community.

THE IGDA® IMPACT

Since 1994, the IGDA has been actively engaged in elevating the profession of game developers, advocating on their behalf whenever necessary and providing a pathway for the next generation. This list highlights some of the key accomplishments of the IGDA in just 2014 and early 2015:

- Spoke out about the King.com trademark controversy and subsequently published a "**Position Paper on Trademarks**" to educate developers about IP and trademark issues.
- Designed and conducted the new, annual **Developer Satisfaction Survey** aimed at better understanding the perspective of individual game developers on issues such as industry diversity, their quality of life and employment conditions.
- Supported our **international developer communities,** such as open opposition to a potentially intrusive game ratings system in Mexico as well as the Australian government's withdrawal of financial support for its game industry.
- Enacted a new, explicit **Inclusivity Policy** to be applied to all IGDA-related communities and activities.
- Facilitated **IGDA Scholars** groups at GDC, E3 and TGS to help upcoming graduates gain positive exposure to the game industry and be partnered with key mentors in their fields.
- Coordinated with the FBI on **cybersecurity threats to game developers**, including the grievous harassment and doxing issues that came to light during the #GamerGate controversy, and launched an Online Harassment Resource Center.
- Partnered with Intel in their broad-based multi-year "Diversity in Technology" initiative to **increase the number of women and people of color in the game industry**.

WHY YOUR COMPANY SHOULD BE AN IGDA® STUDIO AFFILIATE

The IGDA Studio Affiliate Program is a key method by which game development studios can support the mission of the IGDA and help us continue making a positive impact worldwide. By joining the Studio Affiliate Program, a studio sponsors the IGDA while all of its employees gain an individual IGDA membership, which instantly connects them with the global community of game developers.

EMPOWER YOUR EMPLOYEES

Your most valuable asset is your personnel and as a Studio Affiliate, all of your employees (or a specific number designated by you) will become individual IGDA members. As such, they receive all of the great benefits of being part of the IGDA, including numerous discounts on industry events around the world (including GDC events), discounts on publishers, tools and other tangible benefits. In addition, your team will be able to connect locally and internationally with their peers in IGDA Chapters and seek professional development opportunities via our Special Interest Groups and forums.

By signing up as a Studio Affiliate, you are empowering the IGDA and are openly supporting the IGDA's mission to improve the game industry through the well-being and professional growth of your individual developers. To recognize this vital support, the IGDA provides the following key benefits to our Studio Affiliates:

- IGDA.org presence: Up to three custom pages for your Studio Affiliate profile on the IGDA website.
- Job board: Ability to post jobs to the IGDA job board (coming soon; the number of postings allowed depends on the studio size – additional postings are available at a nominal cost).
- Account management: Ability to see the status of your Studio profile and add additional employee members as needed.
- Webinars: Opportunity to present a game development topic via an IGDA webinar (no direct sales/promo topics)
- Marketing outreach: Opportunity to distribute products/swag at select events in which the IGDA participates (GDC, E3, etc.; studio is responsible for providing and shipping the items).
- Annual Studio highlight in the monthly IGDA Perspectives newsletter on your Studio Culture, HR practices, etc.
- Occasional Studio highlight in the weekly IGDA Insider email to help push your initiatives.
- Research: Opportunity to help distribute the annual Developer Satisfaction Survey amongst your employees and receive a high-level summary report for your company.
- Sponsorship: Gain advanced access to community engagement opportunities (e.g., surveys, conferences, etc.), including recurring sponsorship of key IGDA activities.
- Significant Member Discounts on Professional Development events (such as GDC, ECGC and more).
- Ability to provide games/services to IGDA members with discounts and/or special incentives.
- Individual IGDA Memberships at discounted rates (see below).

PROGRAM FEES

The cost of becoming an IGDA Studio Affiliate is based on your company's staff size. From small independent developers to major established studios, we have several Studio Affiliate membership tiers to fit your situation:

STUDIO SIZE	FEE (in U.S. dollars)
Indie: 2 – 10	**$400**
Small: 11- 100	**$40/member**
Medium: 101 – 250	**$38/member**
Large: 250 – 500	**$35/member**
Major: 501+	**$32/member** (a 33% discount on regular membership rates!)

Example: If your studio has 150 employees, your annual IGDA Studio Affiliate cost would be $5,700.

Support your game development professionals and the mission of the IGDA.

For more information about becoming an IGDA Studio Affiliate or to sign up, please email: studios@igda.org