



GAMA Publisher Crisis Initiatives

[Updated 04/15/20]

Future updates will be added to this linked page!

Retailers, [please use this link](#) to share a consumer-friendly version with your customers.

Publishers, please email media@gama.org to add your crisis initiative to this document.

Ad Astra

Website: <https://www.adastragames.com/>

If a customer lists a game store (and the game store's email address), we will PayPal 25% of the MSRP of the products they ordered from us to the game store they specify. We've also offered a discount for shipping games without boxes (BOXLESS2020). I'm currently running short on game boxes, my supplier has been shut down, and I'd rather save them for when game stores can order again.

Alderac Entertainment Group

Website: <http://alderac.com/>

1. AEG is setting up a direct sales channel that you can [sign up for here](#).

Retailers in the continental United States will be able to purchase AEG items at 50% off with a minimal (\$5.00) shipping & handling fee for each order processed. This way you could special order a single game or batch your order as necessary. Currently we have been informed that our warehouse will be allowed to continue to function and we believe we will be able to fulfill all orders received. Of course events are rapidly impacting even the best plans and if we are unable to continue we will be sure to let all the enrolled stores know immediately.

Orders can be placed by any qualifying store anywhere in the world but the flat rate \$5 shipping & handling can only be offered to stores in the continental US. I promise our international friends that we are working very hard to grow into Europe and other countries but for now we do not have a solution for subsidized shipping.

2. AEG has delayed the release of new games. We will post a new schedule as soon as we have some clarity on how fast things will improve.

AMIGO Games

Website: <https://www.amigo.games/>

1. **N60:** We've extended the terms on all current invoices to N60.
2. **N60 or FFA:** We're offering FLGS a choice of FFA or N60 on every order they place through the end of April.
3. **Dropship/Delivery Credit:** We're giving FLGS a credit of \$1.50 for every AMIGO game they deliver or ship direct to consumers to help defray their extra costs.
4. **Dropship Bundle:** We've teamed up with Project Genius to offer bundles of games and brainteasers that we will ship direct to consumers—the consumer places the order with a FLGS, we ship directly to the consumer (freight is included). [Please click this link](#) for details and links to artwork to post and/or email.
5. **Online Tours:** We're offering 10-minute online tours so FLGS can see our new products.
6. **FFA to alternate** (including home) addresses for stores with irregular hours that make it difficult to receive deliveries.

For additional information on these programs, please contact jeff.pinsker@amigo.games (844-962-6446 x700).

Arcane Wonders

Website: <https://www.shop.arcanewonders.com>

Retailers who refer their customers to our site should ask them to write in the name/city/state of their local game store in the comments section of the order during checkout. We will reach out to that store and send them 25% of the total purchase price.

Atlas Games

Website: <https://www.atlas-games.com/>

Announcement: [Read here](#)

To help support Friendly Local Game Stores during this time of social distancing and global uncertainty, we've created a program we're calling [Friendly Local Game Drop](#). It allows you to sell games from our catalog at a 25% discount off MSRP, which we'll then dropship from our warehouse directly to your customers.

BCW Supplies

Website: <https://www.bcwsupplies.com/>

Announcement: [Read here](#)

To help BCW Retail Merchants recover from the financial impact of the Coronavirus crisis, qualified wholesale customers may place a BCW order with NET 45 terms, meaning the bill does not need to be paid until 45 days after you've been invoiced.

Blue Orange Games

Website: www.blueorangegames.com

Announcement: [Read here](#)

- Blue Orange created a drop ship program with 12 Boredom Buster packs exclusively for retailers to sell to their customers (Blue Orange will drop ship them to the customers).
- Each pack includes 1 free game.

Announcement: [Read here](#)

- All online orders placed by customers on Blue Orange's website are available for retailers to grab as long as they become a Kibo partner.

Corvus Belli

Website: <https://www.corvusbelli.com/>

Giving our distributors and shops access to our exclusive miniature "Liang Kai Wandering Shaolin Monk".

Deep Water Games

Website: <https://www.deepwatergaming.com/>

Offering 25% reimbursement if customers leave a note with their LGS's contact info.

Devir Games

Website: <https://devirgames.com/>

Effective now through April 30, offering free shipping with no minimum, extended terms (net 60 with approved credit application, 50% wholesale discount. Orders of \$100+ qualify for free demo copies. [Click here](#) to download order form.

Drawlab Entertainment

Website: <https://www.drawlab.com/>

Donating 20% of all orders to your FLGS. All you have to do is put their name in the notes section at check out. The more info you give of course the easier it will be for us to reach out to them.

DUST USA

Website: <https://www.dustusa.net/>

If you have a way to accept orders and payment by phone, using Square, Stripe, Paypal or other cash services like Zelle etc... Your customers can place an order with you. You then place the order directly with Bridge fulfillment (Tim Korklewski tim.korklewski@bridgefulfillmentusa.com), keeping your full margin minus shipping fees for each order. DUST USA will continue to pay the pick & pack for your orders.

Fireside Games

Website: <https://firesidegames.com/>

Announcement: [Read here](#)

1. Offering 25% off all products on their website. And if customers name your favorite local game store in the Order Notes section, they will send that store 25% of payment received. Also giving [retailer members of their Facebook group](#) an additional 10% of funds collected.
2. Delaying release of Stringamajig.

Foam Brain Games

Website: <https://cardboardclothing.com/>

Honoring [GAMA Expo show special](#). 5% off both in-stock and custom products. Check out our product starter sets for extra special deals and margin.

Fog of Love

Website: <https://www.fogoflove.com/>

Announcement: [Read here](#)

Donating 20% of all orders to FLGS if a customer leaves store's information in the notes section at check out.

Forbidden Games

Website: <https://www.forbidden.games>

Donating 50% of their online consumer sales to FLGS when customers leave a comment mentioning their store name, city, and state.

Also, 60% off msrp and free demo copy for any FLGS store that orders direct at glenn@forbidden.games.

Game Brewer

Website: <https://www.gamebrewer.com>

Announcement: [Read here](#)

- Retailers can request a coupon code from Game Brewer by sending an email to retailersupport@gamebrewer.com.
- If their customers use the coupon code on our webshop www.gamebrewer.com they will automatically get free shipping in North America and Europe.
- 30% Of the purchase goes to the FLGS when their coupon code is used.

Furthermore, if retailers purchase games directly from Game Brewer now, they will only need to pay the invoice by the end of August 2020.

Gate Keeper Games

Website: <https://www.gatekeepergaming.com/>

1. Direct to Retailer "GAMA Pre-Order Show Special" open to retailers through April 15! Offering 50-55% off our GAMA pre-order sets to all brick-and-mortar retailers. Normally this ends at show close at GAMA, but given circumstances we're happy to extend it through April 15th. Free freight in USA. Product ships in May. Please contact John@GateKeeperGaming.com for sets and rates.
2. When customers buy online we donate to their FLGS of choice! We're donating 15% of our online sales to the FLGS of each customer's choice when customers leave a comment mentioning store name, city, and state. If the retailer is a member of our [brand new retailer facebook group](#), we're adding +10% to the donation (25% net). Brick & mortar only.

Grand Gamers Guild

Website: <https://store.grandgamersguild.com/>

Grand Gamers Guild will donate 20% of our online sales to the FLGS noted in comments.

Gray Matters Games

Website: <https://graymattersgames.com/>

Starting April 1st, we will offer drop shipping direct to your online customers. This will allow you the ability to serve your customers without spending cash on inventory and taking fulfillment off your plate.

How it works

- Add our games to your online store - here is a link to [our pricing catalog](#) and [links to photos/videos of each game](#).

- When you receive an order, forward it to us for fulfillment. You still collect the payment from your customer.
- At the end of the month, Gray Matters will invoice you for the wholesale price of any games fulfilled plus a flat \$5 fee per shipment.

Please contact Joe at joe@graymattersgames.com to be added to the program and we can share this new option to our customers!

Greater Than Games

Website: <https://greaterthangames.com/>

Suspended shipments until April 22 due to county-wide lockdown.

Greenbrier Games

Website: <https://greenbrier-games-inc.myshopify.com/>

Announcement: [Read here](#)

Any purchases made on our website over the foreseeable future will also go to your favorite game shop if you list their website in the Company option on your address! As more lockdowns begin, we want to do what we can to help shops that can't safely open their doors right now. For now all our games are 25% off and then an additional 25% of sales will go to the retailer of your choice.

HABA USA

Website: <https://www.habausa.com/>

1. Existing HABA customers can opt-in and receive a coupon code that they can share with their customers. Each purchase made with a retailer coupon code will receive 10% off (this is to incentivize consumers away from Amazon), and give the retailer 20% of the sale. If a retailer is not an existing HABA customer, they can put in a qualifying order of \$250 to become a customer and enroll in the program.
2. Honoring [GAMA Expo show special](#) while supplies last.

Hub Games

Website: <https://www.wearehubgames.com/>

Announcement: [Read here](#)

'Visiting' game stores and hosting demos of games on Tabletop Simulator*. Participants will receive a code they can spend on our website with 40% of these sales going to their store.

Hunt A Killer

Website: <http://www.huntakiller.com/>

We are an immersive murder mystery subscription game that is putting out our first retail game later this year. We don't currently have our retail games landed to offer help to FLGS. But we

can sign them up as an affiliate for our subscription game. Anyone using their code would get 20% off their first purchase, and the retailer would get 20% of the first order (average order is \$75). Signing up is as simple as making an account by emailing rs@huntakiller.com or visiting <http://members.huntakiller.com/affiliates>

IELLO USA

Website: <https://iellousa.com/>

Announcement: [Read here](#)

1. Announcing the immediate release of King of Tokyo: Dark Edition. Splitting net profit with retailers mentioned on checkout screen of online orders.
2. Honoring [GAMA Expo show special](#).

InDiPro Games

Website: <https://indiprogames.com/>

1. We are working with our developers to offer an increase to the discount stores receive for many of our products. Our standard pricing for retail stores is **45%** off MSRP, but now we can offer between 50-60% off select titles. Interested stores can email independentdistributionproject@gmail.com to set up an account and receive their order forms.
2. We have created a program where stores that are currently closed can still generate sales revenue through our website. If a customer orders games at www.indiprogames.com AND puts a Game Retailer's name/address in the order notes, we will ship games directly to the customer, and that retailer will get 25% of the MSRP as a payment from us, to help keep them in business during this pandemic.

Japanime Games

Website: <https://japanimegames.com/>

Announcement: [Read here](#)

Offering 50% of their online sales of in-stock product if customers leave a note with their FLGS as well. They are also collecting information from retailers to promote them specifically in their newsletters and otherwise.

KTBG / Burnt Island Games

Website: <https://www.kidstablebg.com/> and www.burntislandgames.com

Starting April 1st, donating 20% of net funds raised from their stores to any FLGS that is named in the comments of customers' web purchases.

Level 99 Games

Website: <https://www.level99games.com/>

Please contact us to get a unique coupon code, which you can share with your customers. Customers using this code will receive 15% off their purchases in [our online store](#). Furthermore 25% of the sale will be donated to the store issuing the code. Finally, 10% of the value of these sales will be donated to a charity selected by Level 99 Games. Contact brad@level99games.com or call 1-304-552-7808 to get a code for your store!

Level Up Dice

Website: <https://levelupdice.net/>

Offering free shipping for any orders placed between now and the end of April. They have also started a retailer newsletter at <http://eepurl.com/qXeEWT>. Retailers should contact jaimel@levelupdice.net for a catalogue or more information.

Luma Imports

Website: <https://www.lumaimports.com/>

Suspended shipments until at least April 13 due to state-wide lockdown.

Metallic Dice Games

Website: <https://metallicdicegames.com/>

Donating 50% of their online sales to FLGS when customers leave a comment mentioning store, city, and state name.

Modiphius Entertainment

Website: <https://www.modiphius.com/>

Announcement: [Read here](#)

Set up a retailer friendly affiliate scheme with our webstore that pays the retailer 40% of the MSRP (after VAT in the EU) and the customer gets a 10% discount to help offset the cost of shipping. We know retailers are often worried about losing customers to publishers so we decided to permanently link those customers introduced to the store that introduced them - that means even if they don't use the stores referral link in say a year's time the store will still get 40% of their purchase. The only exception is if the customer is already a customer of the Modiphius store.

Pelgrane Press

Website: <https://site.pelgranepress.com/>

- Get a slice of our online sales for a product available in your physical store when your customers email their Pelgrane webstore order number, and your store name and address, to support@pelgranepress.com - we'll donate 20% of the sale amount to your store.
- While the Impressions warehouse is closed, order stock directly from us at 40% wholesale discount, free shipping, and no minimum purchase - email cat@pelgranepress.com for more details.
- We're delaying the release of Mutant City Blues 2nd Edition until the crisis is over.

Portal Games

Website: <https://portalgamesus.com/>

Retailers can reach out to Luke@PortalGamesUS.com to receive a unique code for our online shop to disseminate as they see fit. The code will give 10% off the entire order, and will allow us to track the sales for a particular store. We will then pass along 40% of the product sale total to the retailers by whatever payment method is most convenient to them.

PvP Geeks

Website: <https://shop.playskytear.com/en/>

Donating 50% of the order to a store mentioned in the order notes. The initiative lasts until May 1st and the transfer is done via PayPal after receiving an invoice from the store. Please help us reach out to the store by inserting phone number or email in the order notes.

R&R Games

Website: <https://www.rnrgames.com/>

Offering 30% off any product during this period of social distancing. Use coupon code stayNplayAtHome. Mention your favorite FLGS by emailing your order number to sales@rnrgames.com and we will donate 25% of the sale amount to that store. For Retailers, any orders placed during this time will get 20% off.

Rather Dashing Games

Website: <https://ratherdashinggames.com/>

30% off all products through distribution.

Renegade Game Studios

Website: <https://www.renegadegamestudios.com/>

We will be suspending shipments of website and wholesale orders. Renegade's future release calendar is being reevaluated and we will be delaying new releases until our retail partners are back and able to open safely.

Sirius Dice

Website: <https://www.siriusdice.com/products>

Retailers will receive 50% of any sale when the customer mentions store name during checkout.

Smirk & Dagger

Website: <https://www.smirkanddagger.com/>

Smirk and Dagger is now extending our Retailer Relief efforts to include webstore purchases across our entire line. It generates a 25% donation to the store named by the consumer.

Van Ryder Games

Website: <https://www.vanrydergames.com/>

Announcement: [Read here](#)

Donating a portion of the proceeds from their web sales to retailers specified by the customer during checkout. This is for any brick and mortar retailer and particularly those unable to be open due to the current events of the Pandemic. We will be donating 20% of the proceeds to non-VRG Select Retailers and 50% of the proceeds to VRG Select Retailers.

Not a VRG Select Retailer? Well, becoming one is VERY easy, simply go to <http://vanrydergames.com/retailers> and sign up. That's it! This will also ensure we have good contact info for you to be able to send you the monies.

Every B&M retailer is eligible whether you have ever carried our products or not, so please if nothing else, reach out and make sure we have your contact info!

VRGames / VR-Soft.com

Website: <https://vr-soft.com/>

1. To help all the Brick & Mortar retailers, we will be extending the GAMA Expo pricing to all retailers. The pricing special included a 10% discount off the retail price.

2. We will be including a demo copy of the new release of [Tali, Roman Knucklebones and Micro RolePlaying](#) for all orders of 8 or more copies of the game, or any combination of equal value of 8 or more copies of the Tali base games and add-ons.
3. VR-Soft is also offering direct order and delivery sales, with free shipping for orders over \$50 (retail). This will be available for our [Tali](#), [Swords&Sails](#) titles and expansions as well as the Historic Metal Coins.

This means, you can sell VR-Soft game titles direct to your store customers via email or online and we will ship the games out to your customers. This will help Brick & Mortar retailers which were forced to close their storefront, continue to make sales. This is only available to Brick & Mortar retailers, who set up an account with us. Just contact us at sales@vr-soft.com or follow [this link for the order form](#) for additional details.

White Wizard Games

Website: <https://www.shop.whitewizardgames.com/>

White Wizard will share 25% of online sales that come from store referrals. We have reduced the price on individual games by 25% on our site, and we also have quite a few bundles with even bigger discounts. Your customers can buy from the White Wizard Games Store, we will ship their products to them, and you will get 25% of the sale price.

We have put together an example email [here](#) that you could send to your mailing list or post on social media to let your customers know that this is one way that they can support you. Please reach out to Debbie at debbie@whitewizardgames.com if you have any questions.

Wizards of the Coast

Website: <https://magic.wizards.com/en>

Reprinting the *Magic: The Gathering Mystery Booster* set and allocate the boosters to WPN member stores free of charge. Consumers that buy those boosters from stores will know that 100% of their purchases will go to supporting that local game stores.

Also allowing local game stores to take admission fees up to \$10 for tournaments they run on MTG Arena. This program will run at least until June 1.

WizKids

Website: <http://wizkids.com/>

Announcement: [Read here](#)

D&D Icons of the Realms: Eberron: Rising From the Last War 8ct Brick and Skycoach Premium Set can be sold upon receipt.