



State of Michigan: Student-Led Game Development Ecosystem Development

By Bluebird Studios, last updated on March 10, 2026

**The Bluebird Studios and Ann Arbor SPARK
Michigan Games Entrepreneurship Race 2026**

2026 Sponsorship Packages



About Us:

Bluebird Studios

Bluebird Studios is a for-profit early-stage startup organization committed to developing games that make real world impact beyond entertainment, and in pioneering the emerging Michigan game development industry toward this direction. Founded by University of Michigan alumni and headquartered at Ann Arbor SPARK, Bluebird Studios aims to catalyze the emerging game ecosystem in the state of Michigan.

To learn more about Bluebird Studios, feel free to explore its website:

<https://bluebirdstudios.org/>

Ann Arbor SPARK

Ann Arbor SPARK is a non-profit economic development organization committed to growing the Ann Arbor region's economy. Headquartered in downtown Ann Arbor and serving all of Washtenaw County, we advance the region by encouraging and supporting business acceleration, attraction, and retention at every stage of the business development cycle — from startups to large organizations.

To learn more about Ann Arbor SPARK, feel free to explore its website:

<https://annarborusa.org/about/faqs/>

Event Point of Contact

For any questions about sponsorship or event logistics email this event's director, Paul Young, at youngpau@umich.edu.



Event Summary:

Bluebird Studios along with Ann Arbor SPARK is hosting its second statewide Michigan engineering development conference.

Last year, Bluebird Studios and Ann Arbor SPARK hosted this in a statewide conference with 30 other combined sponsors:

<https://annarborusa.org/event/michigan-game-development-conference-2025/>

This year, unlike last year, the focus is more purely on entrepreneurship development *in the race against time*, rather than just game development.

Participants—students (*engineering/IT/art/audio/design/business/etc.*) from universities throughout the state of Michigan—will form teams to build and showcase a potential long-term game project to solve real world problems.

This event will last 3 weeks from April 19, 2026 - May 4th (or 5th), 2026. Most of the event is remote with various skills workshops, a few in-person events, **and a conclusive in-person showcase on May 4 (or 5), 2026**.

Up to 20 student teams that are comprised of 5+ people (*at least 1 business person, 1 artist, 1 sound designer, 1 coder, and 1 game designer*), will be awarded \$250/team immediately at the event's start for projects.

We want to encourage long-term startup creation and growth in the Michigan ecosystem, and this 5-person model of talent is a proven model by various activities the Bluebird Studios founders have participated in.

In short, this is an event you do not want to miss if you're interested in Michigan's world class engineering scene, with last year's 30+ sponsor conference validating the Michigan engineering scene is strong.



Sponsorship Tiers:

Title Sponsor (*Ann Arbor SPARK*):

Who This Is For:

- Ann Arbor SPARK

Number of Title Sponsor(s): 1

Sponsor Benefits:

- Naming rights for event and logo inclusion on all event materials
- Exclusive event retroactive report from Bluebird Studios
- Opportunity for sponsor to speak at event beginning and ending
- Michigan Ecosystem Tier Benefits
(*see below in Michigan Ecosystem Tier section*)

Sponsor Requirements:

- Host and market event with Bluebird Studios
- **[OPTIONAL]** host 1+ event(s) at sponsor's building during
- 1 or more designated representative(s) on behalf of sponsor
- Designated representative(s) attend end-of-event showcase
(*OPTIONAL - we'd like you to be there!*)



Michigan Ecosystem Sponsor (*State Ecosystem*): Free

Who This Is For:

- Universities
- Michigan-based Startups
- State of Michigan Organizations

Maximum Number of Michigan Ecosystem Sponsors: 5+

Sponsor Benefits:

- Special Michigan Ecosystem status for long-term community
- Platinum Tier Benefits (*see below in Platinum Tier section*)

Sponsor Requirements:

- Helps market materials by word of mouth/social media posts
- 1 or more designated representative(s) on behalf of sponsor
- Designated representative(s) attend end-of-event showcase (*OPTIONAL - we'd like you to be there!*)



Platinum Sponsor (*Lead Corporate Sponsors*): \$1,000

Who This Is For:

- Large Organizations primarily but not necessarily Michigan-based
- Iconic Michigan Companies
- Large Game Development Studios looking to hire full-time talent

Maximum Number of Platinum Sponsors: 2

Sponsor Benefits:

- Optional workshop slot to host during event
- Special demo table for 1 product of choice at event showcase
- Access to Platinum version of event retroactive report from Bluebird Studios
- Gold Tier Benefits (*see below in Gold Tier section*)

Sponsor Requirements:

- Helps market materials by word of mouth/social media posts
- 1 or more designated representative(s) on behalf of sponsor
- Designated representative(s) attend end-of-event showcase (*OPTIONAL - we'd like you to be there!*)



Gold Sponsor (Corporate Sponsors): \$500

Who This Is For:

- Primarily Michigan-based Companies looking to hire talent
- Impactful Companies in the state of Michigan
- Game Development Studios looking to hire full-time talent

Maximum Number of Gold Sponsors: 3

Sponsor Benefits:

- Portfolio and Resume Book access of team participants
- 2 VIP tickets to networking party for Gold or above sponsors
- Silver Tier Benefits (*see below in Silver Tier section*)

Sponsor Requirements:

- Helps market materials by word of mouth/social media posts
- 1 or more designated representative(s) on behalf of sponsor
- Designated representative(s) attend end-of-event showcase (*OPTIONAL - we'd like you to be there!*)



Silver Sponsor (*Ecosystem Engagers*): \$250

Who This Is For:

- Individual Donors/Investors
- Accelerators/Incubators
- Other Individuals or Organizations wanting to support this ecosystem

Maximum Number of Silver Sponsors: 4+

Sponsor Benefits:

- Access to long-term MI game ecosystem leaders community
- Invitation to meeting by Bluebird Studios and Ann Arbor SPARK focused on state of Michigan and universities leadership
- Bronze Tier Benefits (*see below in Bronze Tier section*)

Sponsor Requirements:

- Helps market materials by word of mouth/social media posts
- 1 or more designated representative(s) on behalf of sponsor
- Designated representative(s) attend end-of-event showcase (*OPTIONAL - we'd like you to be there!*)



Bronze Sponsor (Student Organizations): Free

Who This Is For:

- Michigan-based Student Clubs
- Michigan-based Student Organizations
- Michigan-based Student Groups

Maximum Number of Bronze Sponsors: 5+

Sponsor Benefits:

- Logo featured on website (*within Tier*)
- Name listed on event flyer (*within Tier*)
- Display advertising at event (*within Tier*)
- 1 Showcase booth to learn more about organization
- 1 Paragraph description of club in event brochure

Sponsor Requirements:

- Helps market materials by word of mouth/internal club postings
- 1 or more designated representative(s) on behalf of sponsor
- Designated representative(s) attend end-of-event showcase (*OPTIONAL - we'd like you to be there!*)