

Gamecity Hamburg

Guidelines for Games Transfer Funding

Last revised on September 18, 2020

1. General Principles

The Games Transfer funding program is intended to enable game developers and game businesses from Hamburg to access national and international events where they can present their projects, acquire new business contacts and close deals. Funding is granted for online as well as for offline events.

This funding program is directed to applicants independent from large corporations who do not permanently employ more than 20 people and who can demonstrate a valid need for funding in their application. The decision on whether funding is granted will be made by Gamecity Hamburg based on the declared funding criteria for Games Transfer.

A consultation meeting with Gamecity Hamburg in advance to an application is recommended. Appointments can be scheduled via email to funding@gamecity-hamburg.de.

2. Goals of Funding

Goals of the Games Transfer funding are:

- Raising visibility of Hamburg-based developers, games projects and games companies on relevant national and international industry events.
- Supporting the initiation of new cooperations and business deals.

3. Type of Funding

3.1 Eligible Expenses

Eligible expenses are proven expenses attributable to the attendance of an (online) event that are necessary for the visit and execution of the event. In addition, expenses for the preparation of events are eligible if they are reasonable and directly attributable to the event.

This could be:

- Attendance fees/entry tickets
- Travel expenses, solely:
 - Train tickets (second-class)
 - Bus tickets (second-class)

- Flight tickets – only if travels via train or bus are not reasonable. Domestic flights are to be avoided
- Tickets for local public transport
- Accomodation (up to 90 euros per night and person)
- Attendance of charged workshops and panels during an event
- Preparation of marketing material necessary specifically and only for the event:
 - Graphic designs for printed material and presentations
 - Printed materials such as flyers or posters for the promotion of the project and referring to the event

3.2 Non-eligible Expenses

Not eligible for funding are:

- All service fees that concern the development of the project to be presented at the event
- Exhibition booths
- Meals
- Any expenses for which there is no proof of spending.

4. Type and Amount of the Funding

Games Transfer funding is granted as a non-repayable grant on a de minimis basis. Payment will be based on the actual, attested total costs after the event. The maximum total funding amount per applicant is 1,500 euros per calendar year. Applicants can apply for support for participation in several events as far as the total funding amount across all events does not exceed 1,500 euros. The funding always requires a personal contribution of 20 percent of the calculated cost for each event that is applied for. The personal contribution must be evident in the finance planning.

4.1 Procedural stipulations

The following issues are to be regarded:

- Foundation for the funding and all payments will be a contract between the applicant and Hamburg Kreativ Gesellschaft mbH
- Applications for Games Transfer funding have to be submitted in advance (up to four months) to the beginning of an event.

- The Games Transfer application form asks for a costs projection as well as information regarding the current project(s) of the applicant and about the event.
- For companies and natural persons entitled to deduct pre-tax, net costs will be regarded for the funding amount. For turnover-tax exempt companies and natural persons, gross costs will be regarded for the funding amount. For expenses arising outside of Germany, gross costs will be regarded.
- The funding recipient will hand in a report as well as receipts (copies are sufficient) for all expenses according to the costs projection no later than four weeks after the end of the event. After examination by Gamecity Hamburg, eligible costs will be paid out.

5. Application Requirements

5.1 Eligible Events and Applicants

Eligible events are events with a direct connection to the digital and games industry (industry events and fairs), a commercial background or events that can be used to build up business connections. We recommend a consultation with Gamecity Hamburg if the event does not have a direct games industry connection.

Eligible to apply are companies and natural persons that fulfill the following requirements:

- Headquarters/business premises of the applicant (as a company) or the residence of an applicant (as a natural person) are located in Hamburg
- No more than 20 permanent employees
- The applicant is active in the games industry, e.g. developing
 - Digital games (all platforms)
 - Serious games
 - VR/AR games
 - Technical Applications for games developers.
- The project for which the applicant seeks funding is planned to be commercially exploited.
- The applicant can demonstrate a valid need for attending the event and funding in their application.

5.2 Non-eligible Applicants

Applicants who are not active in the games industry are not eligible to apply. This concerns, among others:

- Apps and software that are not games-related
- VR and AR applications that do not focus on games

6. gamescom

Every year, Gamecity Hamburg offers a dedicated support program for Hamburg-based developers and games companies regarding access to gamescom. Thus, an application for gamescom in connection with the Games Transfer program is not possible.

7. Period of Validity

These guidelines enter into force on September 18, 2020.