

## **Key points of „Guerilla Gaming“**

### **Preamble**

With the project “Mediennetzwerk.NRW”, Mediencluster NRW GmbH (Mediencluster NRW) offers the central service and information platform for the digital media scene in North Rhine-Westphalia. Among other things, the Mediennetzwerk.NRW makes the digital media location of NRW and its companies visible at trade fairs and markets in Germany and abroad.

Mediennetzwerk.NRW and zakk - Zentrum für Aktion, Kultur und Kommunikation support up to two companies from NRW in gaining more visibility in the B2C market with their projects. GuerillaGaming opens up the possibility of coming together to play games in exciting locations in the Düsseldorf center.

### **Implementation of the "Guerilla Gaming" packages**

The implementation of the packages consists of three phases.

In the first phase, Mediennetzwerk.NRW will publish a specific “guerrilla gaming” package via the communication channels. Game developers based in North Rhine-Westphalia can apply for the Call for Participation.

In a second phase, the applications received are checked to determine whether they meet the minimum requirements below.

If more applications meet the minimum requirements than there are packages available, Mediennetzwerk.NRW will select the winners of the packages.

If winners do not accept the package, the respective package can be awarded again to the remaining applicants. If there are no further applications, the package can be publicly re-advertised.

### **Minimum requirements for applicants**

The applicant must be a company that consists of at least two natural persons. The company should have at least the legal form of a UG or GbR. In justified exceptional cases, this requirement can be waived.

The company of the applicant must be a game developer in the games industry and have its headquarters or a branch in North Rhine-Westphalia.

The applicant's company must be geared towards an economic activity.

The company must have developed a multiplayer game in a playable state.

### **Implementation of the package**

The winners will be informed immediately of the prize and the further process.

If the winners cannot or do not want to take part in the package, the Mediennetzwerk.NRW must be informed of this in writing (e-mail) as soon as they become aware of it.

The winners are obliged to take part in all measures within the framework of the package. This includes, for example, but not limited to, participation in the guerrilla gaming event.

With the application, the winners declare their consent to the image, sound or image / sound recordings (hereinafter referred to as "recordings") being produced as part of the package and / or being sent at the same time. The winners hereby already grant the cooperation partners, free of charge and irrevocably, the right to extensive, content, space and time unlimited use of the recordings.

If the winners communicate the respective package including the measures via the available communication channels the hashtags **#MedienDigitalLandNRW** and **#gameonrw** as well as the accounts **@MedienNRW** (Facebook/Instagram) and **Mediennetzwerk.NRW** (LinkedIn)

If winners violate one or more of the regulations contained in this key point paper, they can be excluded from applications for further packages.