



UNITY 20TH ANNIVERSARY GAME JAM OFFICIAL RULES

PLEASE READ THESE OFFICIAL RULES CAREFULLY. ENTRY INTO THIS CHALLENGE CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES. IF YOU DO NOT AGREE TO ANY PART OF THESE OFFICIAL RULES, PLEASE DO NOT ENTER THIS CHALLENGE.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS CONTEST IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

ALL CONTEST MATERIALS AND COMMUNICATIONS WILL BE PROVIDED IN ENGLISH ONLY. BY ENTERING, ENTRANTS CONFIRM THEY CAN READ AND UNDERSTAND ENGLISH. ENTRIES MAY BE SUBMITTED IN ANY LANGUAGE; HOWEVER, UNITY MAY, IN ITS SOLE DISCRETION, REQUIRE ENTRANTS TO PROVIDE AN ENGLISH TRANSLATION OF THEIR ENTRY FOR JUDGING OR PROMOTIONAL PURPOSES.

1. Contest Description

The Unity 20th Anniversary Game Jam (the “**Contest**”) is a skills based contest and is designed to celebrate the 20th anniversary of the Unity Engine. This Contest will be run in accordance with these Official Rules (“**Rules**”).

2. Sponsor

The Contest is organized and sponsored by Unity Technologies SF, a California corporation with offices at 116 New Montgomery Street, Suite 200, San Francisco, CA 94105 (“**Sponsor**” or “**Unity**”).

3. Unity Admins

“**Unity Admins**” are any companies or organizations authorized by Unity to aid it with the administration or execution of this Contest including but not limited to Unity Affiliates. “**Unity Affiliate**” means an entity that directly or indirectly controls, is controlled by or is under common control with Unity Technologies SF.

4. Contest Start and End Dates

The Contest begins at 5:00:00PM UTC, Friday, November 7, 2025 (the “**Start Date**”) and ends at 11:59:59 PM UTC, Sunday, November 9, 2025 (the “**Deadline**”).

5. Am I Eligible to Enter the Contest?

- 5.1.** You are eligible to enter this Contest if you meet all of the following requirements as of the time and date of entry:
- a) You are an individual;
 - b) You are 18 years of age or older but in no event less than the age of majority in your place of residence;
 - c) You have Internet Access and an Email Account;
 - d) You are NOT a resident of the Crimea region of the Ukraine, Cuba, Iran, North Korea, Sudan, or Syria, due to U.S. Export Regulations (and any other regions or countries prohibited under the U.S. Export Regulations);
 - e) You are NOT on any U.S. Exportation Regulation prohibited list;
 - f) You are NOT a resident of Quebec, Canada; Brazil; or Italy; and,
 - g) You have NOT won a prize from Unity or Unity Affiliates within the last 12 months;



h)

- 5.2.** Employees of Unity or Unity Admins, and their immediate family and household members, are eligible to participate in the Contest for personal enjoyment and community engagement purposes only. However, such individuals are not eligible to receive any prizes, awards, or formal recognition as a winner in any category. Entries submitted by these individuals may be displayed or otherwise shared by Unity, but will not be judged for the purpose of determining prize or recognition recipients.
- 5.3.** If you are submitting an Entry which is associated with your employment, it is entirely your responsibility to review and understand your employer's policies about your eligibility to participate in this Contest. If you participate in violation of your employer's policies, you and your Entry may be disqualified from the Contest. Unity disclaims any and all liability or responsibility with respect to disputes arising between an employer and such employer's employee in relation to this matter.

6. How do I Enter the Contest?

- 6.1.** To enter the Contest, complete the steps below. You may enter the Challenge as an individual or as a member of a Team. Individuals eligible to participate in the Challenge together as a "Team", which may include at least one (1) individual per Team. The first Team Member to submit an Entry shall be the "Team Lead". Please note: Prizes are limited to a maximum of five (5) Unity Pro licenses per winning team, regardless of team size. Additionally, for the first place team, Unity Swag bag Prizes are limited to a maximum number of fifteen (15) Unity Swag Bags, regardless of team size. In all cases, Unity will only award the number of prizes corresponding to the actual number of eligible team members on the winning team, and is not obligated to award the maximum number unless the team size meets or exceeds the stated cap.

Step 1. Register for and create a profile on Itch.io (if you do not have one already).

Step 2. Enroll in the game jam by selecting "Join Jam" on the Game Jam itch.io page.

Step 3. Review and comply with the contest specific rules on the Game Jam Itch.io page.

Step 4. Submit the Entry as a Project on itch.io at <https://itch.io/jam/unity-20th-anniversary-game-jam>.

When submitting your Entry, be sure to: (a) review and comply with all applicable contest specific rules listed on the Game Jam Itch.io page; and (b) fill in and/or upload all required elements of the Entry.

- 6.2.** Unity is not responsible for an Entry or part of an Entry that it does not receive for any reason, or for Entries that it receives but are inaccessible or illegible for any reason and such Entries may be disqualified at Unity's sole discretion.

7. How to Create an Entry

To create an Entry, you must develop a game using the most updated version of the Unity Engine and incorporating the Unity 20th Anniversary Assets provided for the jam. An Entry must include the following:

- a) Project Title, description, or any other information required by Itch.io to submit your project;
- b) Playable game file or build uploaded via Itch.io; and,
- c) Any required supplemental materials as outlined on the Game Jam Itch.io page.



8. Is my Entry an Eligible Entry?

To be eligible to be considered for a prize or recognition, as solely determined by Unity:

Your Entry MUST:

- a) Comply with all contest specific rules, located here:
<https://itch.io/jam/unity-20th-anniversary-game-jam>;
- b) be made using the most updated version of the Unity Engine
- c) be your own original work;
- d) not have been submitted previously in any promotion of any kind;
- e) not contain material or content that:
 - 1) is inappropriate, indecent, obscene, offensive, sexually explicit, pornographic, hateful, tortious, defamatory, or slanderous or libelous;
 - 2) promotes bigotry, racism, hatred or harm against any group or individual
 - 3) promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, or age;
 - 4) promotes alcohol, illegal drugs, or tobacco;
 - 5) violates or infringes another's rights, including but not limited to rights of privacy, publicity, or their intellectual property rights;
 - 6) is inconsistent with the message, brand, or image of Unity, is unlawful; or
 - 7) is in violation of or contrary to the laws or regulations of any jurisdiction in which the Entry is created.

You MUST:

- f) have obtained any and all consents, approvals, or licenses required for you to submit your Entry;
- g) not generate your Entry by any means which violate these Rules, the Unity Terms of Service, the Unity Website and Community Terms, or the Unity Privacy Policy;
- h) not engage in false, fraudulent, or deceptive acts at any phase during your participation in the Contest; or
- i) not tamper or abuse any aspect of this Contest.

Note on Language of Entry:

Entries may be submitted in any language; however, Unity may, in its sole discretion, require entrants to provide an English translation of their entry for judging or promotional purposes.

9. Disqualification.

If you or the Entry is found to be ineligible for any reason, including but not limited to noncompliance with these Rules or any other applicable terms, Unity and Unity Affiliates reserve the right to disqualify the Entry and/or you from this Contest and any other contest or promotional activity sponsored or administered in any way by Unity or Unity Affiliates.

10. How may the Entry potentially be used?

The Entry may be used in a few different ways. Unity does not claim to own the Entry, however, by submitting an Entry you:

- a) hereby grant to Unity and Unity Affiliates a non-exclusive, irrevocable, royalty-free, world-wide right and license to (i) review and analyze your Entry in relation to this Contest; and (ii) use your Entry or parts of your Entry in any media for any non-commercial or commercial purpose connection with the marketing, sale, or promotion of Unity, Unity Affiliates and their respective



products and services, including but not limited to, featuring your Entry on the event livestream or other Unity social media channels;

- b) agree that you will execute any necessary paperwork for Unity and Unity Affiliates to use the rights and licenses granted hereunder;
- c) acknowledge and agree that you will not be compensated and may not be credited (at Unity's sole discretion) for the use of your Entry as described in these Rules;
- d) acknowledge that we may have developed or commissioned materials similar to your Entry and you waive any claims resulting from any similarities to your Entry;
- e) understand that your Entry may be posted on a public website or social media channel and that Unity is not responsible for any unauthorized use of your Entry by visitors to such site; and
- f) understand and acknowledge that, subject to provision of prizes or recognition, Unity is not obligated to use your Entry in any way, even if your Entry is selected as a winning Entry.

Personal data you submit in relation to this Contest will be used by Unity and Unity Admins in accordance to Section 16 of these Rules.

11. How will Winners be Selected and Notified?

Entries will be judged only in the category: "Most Creative Use of Anniversary Assets" by a panel of Unity judges selected by Unity in its sole discretion. Judges will evaluate entries using subjective criteria determined by Unity. There will be no numeric scoring or point scale, and judges' decisions will be final and binding in all respects. **No other categories will be considered for prize selection.**

Other categories may be determined by public voting on Itch.io, as administered by Itch.io under its own terms. Unity is not responsible for the conduct or outcome of public voting. These categories are intended solely for community engagement and enjoyment, and Unity will not use or consider winning entries from those categories for official prize determination or recognition under these Rules.

Note: As stated in Section 5.2 of these Rules, employees of Unity or Unity Admins, and their immediate family and household members, may participate for enjoyment only and are not eligible to receive prizes, awards, or formal recognition as winners in any category. These entries are not eligible to win a prize and will not be judged for the purpose of determining prize or recognition recipients.

Subject to confirmation of eligibility, the entry selected by Unity's judges as the best overall in the "Most Creative Use of Anniversary Assets" category will be awarded the First Place Prize; the second-best will be awarded the Second Place Prize; and the third-best will be awarded the Third Place Prize.

Potential winners will be contacted within a commercially reasonable time via the Itch.io portal, email, or other reasonable means of contact as provided by the entrant. If a potential winner cannot be contacted, does not respond as directed, or is found to be ineligible for any reason, Unity may select an alternate entrant. Only one alternate will be selected per prize package; thereafter, unclaimed prizes will not be awarded. In addition to the contact methods above, winners may also be announced or recognized during a Unity-hosted livestream, which is currently scheduled to be hosted on YouTube and Twitch on November 25, 2025; however, Unity reserves the right to change the platform, date, and/or time of the livestream at its sole discretion.

To the extent there is any dispute as to the identity of a recognized entrant, the official account holder of the email address associated with the Itch.io account through which the entry was first submitted will be deemed the official entrant by Unity.

12. Your Odds of Winning



ODDS OF WINNING A PRIZE ARE SUBJECT TO THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED AND HOW YOUR ENTRY SCORES IN ACCORDANCE TO THE JUDGING CRITERIA.

13. Prizes

- 13.1.** One First Place Prize: The winner will receive: Up to five (5) 1-year Unity Pro Licenses, (Approximate Retail Value of \$12,000 USD); Up to fifteen (15) Unity Swag Bags, (Approximate Retail Value of \$67 USD per each) Item
Total First Place Prize Package Approximate Retail Value: \$13,000 USD
- 13.2.** One Second Place Prize: The winner will receive: Up to five (5) 1-year Unity Pro Licenses, (Approximate Retail Value of \$12,000 USD);
Total Second Place Prize Package Approximate Retail Value: \$12,000 USD
- 13.3.** One Third Place Prize: The winner will receive: Up to five (5) 1-year Unity Pro Licenses, (Approximate Retail Value of \$12,000 USD);
Total Third Place Prize Package Approximate Retail Value: \$12,000 USD
- 13.4.** Total Approximate Retail Value of all Prize packages: \$37,000 USD
- 13.5.** Important note: For Unity Pro Licenses, prizes are limited to a maximum of five (5) Unity Pro licenses per winning team, regardless of team size. Additionally, for the first place team, Unity Swag Bag prizes are limited to a maximum number of fifteen (15) Unity Swag Bags, regardless of team size. In all cases, Unity will only award the number of prizes corresponding to the actual number of eligible team members on the winning team, and is not obligated to award the maximum number unless the team size meets or exceeds the stated cap.
- 13.6.** The Unity Pro License prize is eligible for redemption only by the winning entrant(s) of the Unity 20th Anniversary Game Jam, subject to verification of eligibility and compliance with these Official Rules. Each Unity Pro License will be issued as a one-year subscription term and is subject to the [Unity Terms of Service](https://unity.com/legal/terms-of-service) (<https://unity.com/legal/terms-of-service>) and the [Unity Editor Software Terms of Service](https://unity.com/legal/editor-terms-of-service/software) (<https://unity.com/legal/editor-terms-of-service/software>). To redeem the prize, the winner must have or create a valid Unity ID and follow any redemption instructions provided by Unity. The Unity Pro License prize is non-transferable, non-refundable, and not redeemable for cash, credit, or any other product or service. No substitutions or rainchecks will be provided, except at Unity's sole discretion for a prize of equal or greater value. The Unity Pro License prize may not be combined with any other promotional offers, discounts, or coupons. Unity reserves the right to revoke or suspend the license if the winner fails to comply with the applicable Terms of Service or engages in any activity that violates Unity's policies or applicable law. Activation of the Unity Pro License must occur within the timeframe specified in the redemption instructions provided to the winner. Failure to redeem the prize within the specified timeframe may result in forfeiture of the license, with no obligation on Unity to provide an alternative prize.
- 13.7.** All prizes are non-transferable, and no substitutions of the prizes for cash, alternate goods or services, or any other prize is permitted. Notwithstanding the foregoing sentence, Unity reserves the right to provide a substitute prize of approximately equal value for any reason. PRIZES ARE AWARDED "AS-IS" WITH NO WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OR MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.



13.8. All federal, state, and local or any other applicable taxes, license, title, and/or registration fees or other costs associated with the prize are the sole responsibility of the winner. Unity, Unity Admins, and each of their respective directors, officers, employees, agents and assigns, will not be responsible for any such taxes, fees, and costs.

13.9. Any prize details not specified in these Rules will be determined solely by Unity.

14. When will prizes be awarded?

The prizes will be awarded within a commercially reasonable time frame. Potential winners may be required to complete and sign additional documentation, such as a non-disclosures, representations and warranties, liability and publicity releases (unless prohibited by applicable law), shipping & handling forms, and tax documents, or other similar documentation in order to claim the prize. Only prizes claimed in accordance to these Rules will be awarded.

15. Winner List

A list of all winners of this Contest will be posted on <https://itch.io/jam/unity-20th-anniversary-game-jam> and may also be announced at Unity's discretion via Unity's or Unity Affiliates' Twitter, Facebook, Blog, or Website, or in person verbally at an Unity or Unity Affiliate sponsored or hosted event. In addition to the contact methods above, winners may also be announced or recognized during a Unity-hosted livestream, which is currently scheduled to be hosted on YouTube and Twitch on November 25, 2025; however, Unity reserves the right to change the platform, date, and/or time of the livestream at its sole discretion.

16. Your Personal Data and Privacy

16.1. You acknowledge and understand [Unity's Privacy Policy](#) will govern Unity's use of the personal data you submit or that is collected through your participation in this Contest. Please refer to Unity's Privacy Policy and/or the Itch.io Privacy Policy to see how to access, update, or delete your data.

16.2. Unity may use cookies and/or collect IP addresses for the purpose of implementing or exercising its rights or obligations under the Rules, for information purposes, identifying your location, including without limitation for the purpose of redirecting you to the appropriate geographic website, if applicable, or for any other lawful purpose in accordance with the Privacy Policy.

16.3. By participating in the contest, you acknowledge and agree that, if you are selected as a winner, we may require additional personal information, such as your shipping address, to process and deliver your prize. Any information collected will be handled in accordance with Unity's Privacy Policy, used solely for the administration of the contest and prize fulfillment, and will not be utilized for any other purpose. Please note that failure to provide the requested information may result in forfeiture of part, or all, of your prize.

16.4. Unity may use the personal data you provide via your participation in this Contest:

- (a) to contact you in relation to the Contest;
- (b) to confirm the details of your Entry;
- (c) to administer and execute this Contest, including sharing it with Unity Admins;
- (d) at Unity's discretion, to credit you for the Entry, identify you as a Winner, or other similar notice;
- (e) where applicable, to process and deliver any winnings or prizes; and
- (f) as otherwise noted in these Rules or as necessary for Unity to meet its obligations under these Rules or applicable law.

17. Additional Terms and Conditions



If Unity determines, in its sole discretion, that any portion of this Contest is compromised by virus, bugs, unauthorized human intervention, or any other causes beyond its control, that in the sole opinion of Unity corrupts, or impairs the administration, security, fairness or proper participation in/of the Contest, Unity reserves the right to (a) cancel the Contest; (b) pause the Contest until such time the aforementioned issues may be resolved; or (c) consider only those Entries submitted prior to the when the Contest was so compromised for the prizes or recognition.

To the fullest extent permitted by applicable law, you agree that Unity, Unity Affiliates, and Unity Admins, and each of their directors, officers, employees, agents and assigns, will not be liable for personal injuries, death, damages, expenses or costs or losses of any kind resulting from participation or inability to participate in this Contest or acceptance of or use or inability to use a prize or recognition or parts thereof including, without limitation, claims, suits, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

Your use of any other products and services required by these Rules, whether required by these Rules or not, are subject to the terms and conditions associated with such products or services.

BY SUBMITTING AN ENTRY, YOU ALSO ACCEPT AND AGREE TO BE BOUND BY UNITY'S PRIVACY POLICY ([HTTPS://UNITY.COM/LEGAL/PRIVACY-POLICY](https://unity.com/legal/privacy-policy)), UNITY TERMS OF SERVICE ([HTTPS://UNITY.COM/LEGAL/TERMS-OF-SERVICE](https://unity.com/legal/terms-of-service)), THE CONTEST SPECIFIC RULES LOCATED ON ITCH.IO, AND ALL APPLICABLE ITCH.IO TERMS IN ADDITION TO THESE RULES.

In the event any clause or provision of these Rules prove unenforceable, void or incomplete, the validity of the other conditions will remain unaffected.

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