

CREATOR AFFILIATE PROGRAM

Official Guide - 2026

5 - 8 NOVEMBER 2026

Join the GG crew: Become an official Games Ground creator

Are you a content creator with a passion for indie games, cosplay, and pure gaming culture? Apply today to become an official **Games Ground Creator** and bring your community to Berlin for one of Europe's most dynamic gaming festivals.

Held every November in Berlin and backed by the German government, Games Ground is an international celebration of gaming culture. We aim to bridge the gap between players, creators, studios and publishers - bringing together indie studios from many countries around the world including Japan, Canada, and all over Europe. From LAN tournaments and TCG to cosplay, XR experiences, and alternative controllers, we have a bunch of incredible content for you.

Ready to be part of it? Apply below - and if we're a match, your Creator Welcome Pack is waiting.

Every Approved Creator receives:

- Personal creator code (15% community discount)
- Full 4-Day Festival Access
- Creator Discord Access
- Creator Lounge Access
- MeetToMatch Networking Access
- Exclusive publisher mixer invites (based on content focus and audience fit)
- Listing on the Games Ground website

What you can do at Games Ground:

- Get access to fresh, unreleased indie games
 - Network with indie developers, studios, and other creators
 - Get the chance to partner up with publishers for their upcoming games
 - Host your own meet & greet with your community on site (needs to be planned in advance)
 - Stream live from the festival on our dedicated streaming booth
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Who can apply

- Content creators active on YouTube, Twitch, TikTok, Instagram, or similar platforms
- Creators with an audience interested in gaming, indie games, or digital culture
- Any audience size welcome - we value engagement and authenticity over follower count
- Creators based anywhere in the world may apply

We look for creators who genuinely connect with our **values**: community, play, culture, and a love for the indie scene.

How to apply

Ready to join the Games Ground creator lineup? Apply now and start unlocking perks, community rewards, and your place at GamesGround 2026.

[APPLY HERE](#)

Applications are reviewed on a rolling basis by the Games Ground team. We will get back to you within 2 weeks.

How it works

1 Get your code

Once approved, receive a unique creator code giving your community 15% off tickets.

2 Sell tickets

Share your code across your channels. Every ticket sold through your code counts.

3 Unlock perks

Hit milestones on the creator ladder to unlock on-site access, travel support, and more.

The creator ladder

Levelling up your creator status unlocks more perks. Every milestone you hit adds new rewards on top of the ones you've already unlocked.

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Note: Streaming Slots, Stage / Panel Features and hotel packages are limited and allocated on a first-approved basis.

The creator ladder may be updated throughout the year with new perks and milestones.

Additional: Individual arrangements, depending on the situation, are possible and do not interfere with this ladder.

	Tickets sold	Tier name	Perks unlocked
	1 ticket	Rookie	Entry into a Creator Prize Draw
	5 tickets	Player	Creator Meetup Access
	10 tickets	Broadcaster	Dedicated streaming opportunity at the festival (format TBC)
	15 tickets	Community Builder	Food & Beverage Voucher (1 Day) 10 Community Guest Passes Creator Goodie Bag Publisher Introductions (subject to audience fit)
	25 tickets	Indie Champion	Panel / Stage Opportunity (limited) Dedicated Social Feature Founders Pin (limited to the first 50 creators to reach Indie Champion)
	50 tickets	Festival Headliner	Travel Contribution Exclusive Games Ground Merch Kit
	75 tickets	Elite Creator	Hotel Contribution Additional 10 Community Guest Passes Featured Creator Page Placement MeetToMatch Access
	100 tickets	Games Ground Legend	Partner Status + Partner Badge Travel & Hotel Package (travel reimbursement varies based on location) Co-Branded Content Collaboration

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Creator Referral Chains

Games Ground is built on community, and we love seeing creators bring new voices into the festival.

Approved creators can share their personal referral code with other creators. Successful referrals may unlock exclusive community badges, recognition, and future creator opportunities.

Note: A referral becomes successful once the referred creator has sold at least 1 ticket.

	Approved Referrals	Tier name	Perks unlocked
	1 Referral	Creator Scout	Special Discord Role Referral Badge on Creator Profile
	3 Referrals	Community Connector	Highlighted Creator Website Listing 2 Community Guest Passes
	5 Referrals	Talent Hunter	Dedicated Creator Spotlight Additional 5 Community Guest Passes Early Access to Creator Announcements
	10 Referrals	Creator Ambassador	Ambassador Title Additional 10 Community Guest Passes Invitation to Annual Creator Roundtable Food & Beverage Coverage

Games Ground | www.gamesground.de | creators@gamesground.de

This document may be updated throughout the year. Check www.gamesground.de/creators for the latest information.