



THE
**POLITICAL
MACHINE**
2024

Media Guide

Key Facts

- **Title:** The Political Machine 2024
- **Developer:** Stardock Entertainment
- **Release Date:** May 2, 2024
- **List Price:** \$19.99
- **Platform:** Windows 10 / 11
(MacOS is in development)
- **Players (by release):** 1 to 4
- **Website:** www.politicalmachine.com
- **Assets:** <https://www.politicalmachine.com/press>



Game Overview

Run for president in the latest edition of Stardock's popular political strategy game series, The Political Machine 2024. Choose from a roster of existing candidates, including Joe Biden, Donald Trump, Dean Phillips and Nikki Haley or create your own using the game's candidate creation workshop.

A Powerful Simulator

Below the game exterior is a powerful political simulator that's been featured on MSNBC, CNBC, and FOX News in past elections to accurately predict past Presidential elections including the 2004 focus on Ohio and the 2016 election of Donald Trump.

Each state has been meticulously researched for the latest local and national political issues and factored in with the latest demographic data to ensure that players who know the real-world political landscape will find a game the rewards their knowledge and skill.

Competing Ideology

The game takes a nuanced approach to both Democrats and Republicans with each candidate subscribing to their own ideology that helps differentiate a Democrat such as Bernie Sanders from a Democrat such as Kamala Harris as well as Republican differences between Vivek Ramaswamy and Mike Pence.

Key New Features in The Political Machine 2024

Presidential Debates

- Players attend a debate in their Presidential election in a highly contested state to discuss issues and attack your opponent.

Primaries

- Players can choose to run against other candidates to win their party's nomination for President.

Political Action Cards

- Political Action Cards that players can use to bolster their campaign or thwart their opponents.



Pick your candidate

Parts

- ◀ Tie and Round ▶
- ◀ Rotund ▶
- ◀ None ▶
- ◀ None ▶
- ◀ None ▶
- ◀ Tight Lipped ▶
- ◀ Bulb ▶
- ◀ Ellipse-ish ▶
- ◀ None ▶
- ◀ Bushy ▶
- ◀ Pointing ▶

Colors

- Facial Hair
- Shirt
- Accessory
- Shoes



Fun things to try

Create a Custom Candidate and Deck

- Create your ideal candidate with the robust Custom Candidate Creator, combining a variety of parts and costumes, and allocating stats to best reflect how you want to play.
- Choose from a variety of different pre-made decks.

AI vs. AI Simulations

- Pin different candidates against each other and make predictions as you watch how the simulation plays out.

Classic Mode (Name Pending for No Card Mode)

- Return to The Political Machine's roots and experience a card-free experience in the rebalanced classic mode.

Mods

- Upload or try out other players' custom candidates through integrated steam workshop support.

Multiplayer

- Prove your political savvy and compete against players from all over the world in both Primaries and Presidential mode.

Game Setup: Primary or Presidential Run?

Your first choice will be to choose your election cycle, determining the type of game you'll be playing.

- In the new Primaries mode, you'll face off against 3 opponents of the same party (You'll choose the party you want to represent next.), to try and win the Presidential nomination through a series of state-level caucuses.
- In Presidential mode you'll go head-to-head with a single rival. Campaign in this race for 270 electoral votes to become the next President of the United States of America.





Hamayel Ali

★ **Presidential Hopeful**

Home State: [Michigan](#)

Seeking election in 2024, Ali has an enigmatic history. They've worked hard to make their current stances known to establish a platform on which they can campaign for the Presidential Office.

	Stamina:	Active
	Charisma:	Engaging
	Intelligence:	Sharp
	Media Bias:	Liked

Who are you?

- First, you'll select whether you're campaigning for the primary nomination or the presidential race itself.
- Secondly, you'll choose which political party you want to represent.
- Choose from a diverse range of candidates representing whichever party you chose to represent.
- Don't see someone that resonates with you? Create your own candidate and choose a deck and policy stances to best reflect your own ideologies.

Game Setup: The Opposition

- In Presidential Mode, the opponent you select will be from the opposite party. You'll be able to choose from all available choices including the core candidate roster, custom characters, and downloaded mods.
- In Primaries mode, you'll select 3 opponents from your own party to compete against in order to win the nomination.
- When selecting opponents you can see their info screen on the right hand side of the screen. This covers their name, home state, background, stats and deck.



Candidate Info

Dan Crenshaw

★ Congressman

Home State: [Texas](#)

As a politician, Crenshaw has consistently advocated for free speech, the right to life, and ensuring people have equal access to justice and liberty. This philosophy even extends to marriage, believing the government should not be involved.

⚡ Stamina:

😊 Charisma:

💡 Intelligence:

📱 Media Bias:

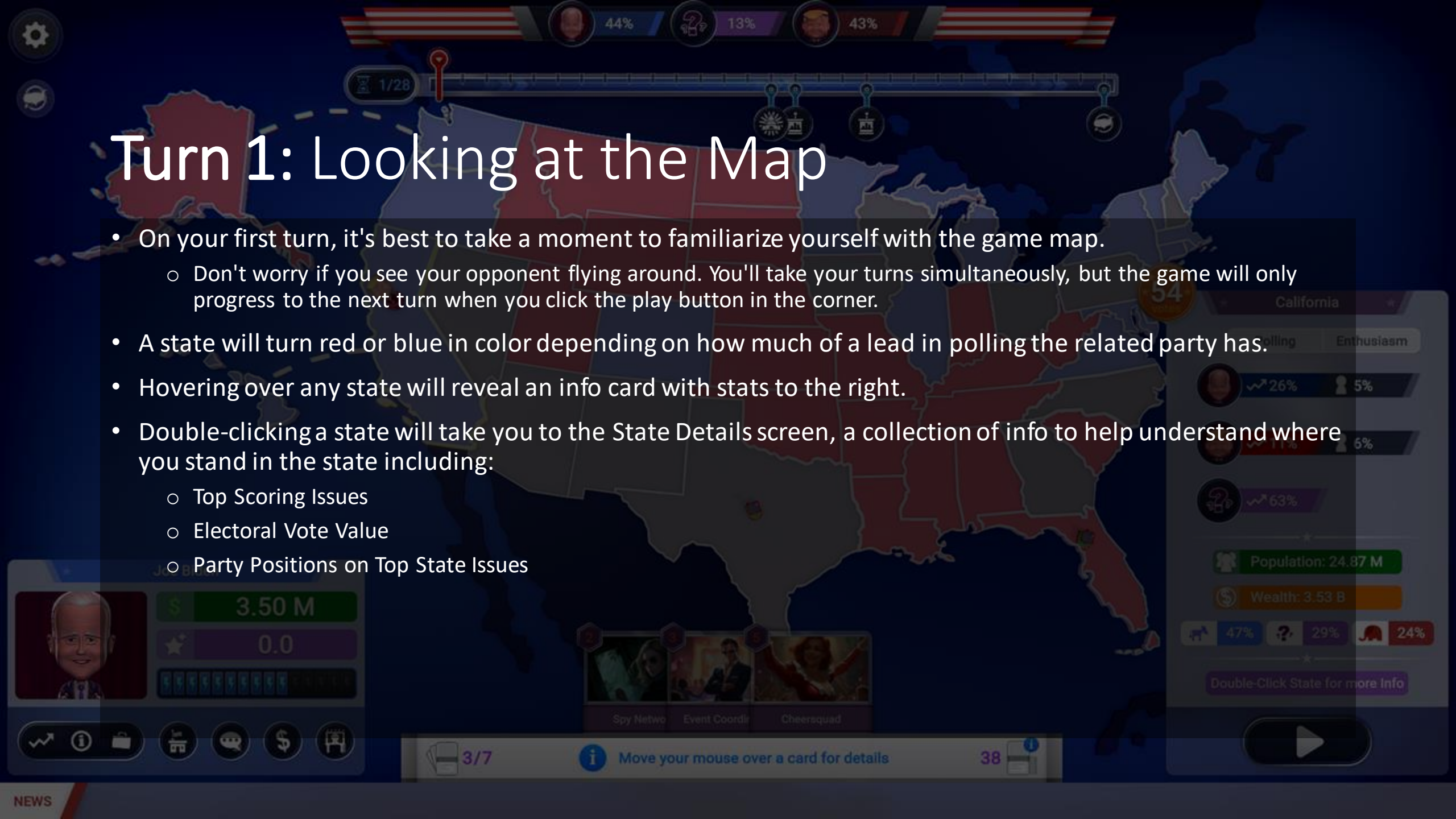
🏛️ Experience:

💰 Funds:

📖 Political Deck:
Establishment Re

Turn 1: Looking at the Map

- On your first turn, it's best to take a moment to familiarize yourself with the game map.
 - Don't worry if you see your opponent flying around. You'll take your turns simultaneously, but the game will only progress to the next turn when you click the play button in the corner.
- A state will turn red or blue in color depending on how much of a lead in polling the related party has.
- Hovering over any state will reveal an info card with stats to the right.
- Double-clicking a state will take you to the State Details screen, a collection of info to help understand where you stand in the state including:
 - Top Scoring Issues
 - Electoral Vote Value
 - Party Positions on Top State Issues



California

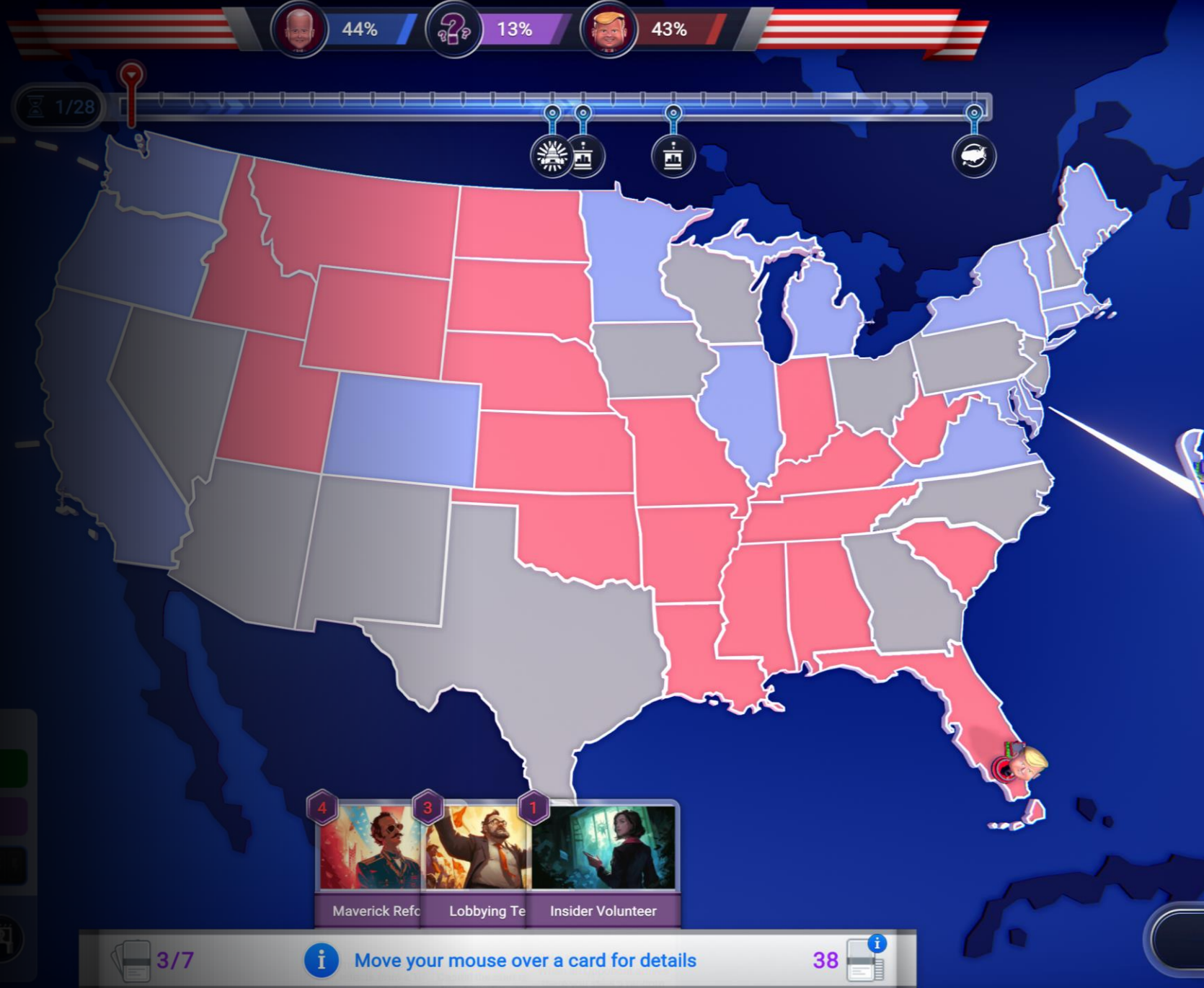


There's a powerful simulation in there.

- At its core, The Political Machine 2024 is a sophisticated simulator.
- Each state's political leanings and issues are meticulously researched and updated to reflect the latest demographic data and current political climate.
- Different demographics vote on issues predictably. This can be modeled and it is why we can predict real-life election results consistently.

Pick your battles

- In Presidential mode, certain states will be harder to win over if they historically lean toward the opposite party's policies.
- In Primaries mode, you can figure out what early caucuses you have a shot better at to get the initial lead.
- It is up to the player to see if it is worth the resources to win over certain contested states or stick to the easy wins.



Kentucky

Top State Issues

Addressing Inflation



Drug Abuse Services



Classroom Transparency



Rural Connectivity



Reduce Regulation



Donald Trump

Polling Percent: +22%

+155 6%

Top Scoring Issues

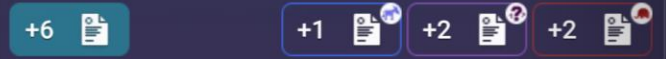
Addressing Inflation 25 ↑



School Choice 65 ↑↑



AI Regulation 12 ↑



State Details

\$ 260.23 M 2.99 M

45% 10%

Candidates

Donald Trump 6% +155

Joe Biden 5% +108

The issues people think they are about

- The initial issue spread at the beginning of the game has been reviewed to reflect the top issues in every state.
- One of the great things about The Political Machine 2024 is that you can talk and raise awareness on any issue you choose and see how it affects the rest of the country.
- By talking on issues in states, you raise your issue score, which is important to the factor of boosting polling.

Information Last Updated: Week 1

The Enthusiasm Gap

- Enthusiasm is a big factor into gaining polling percent in a certain state. They may agree with your positions but will they come out to vote?
- You can gain enthusiasm through player actions and per turn effects on ads and buildings.
- You can deploy cards that decrease enthusiasm for a candidate on a certain state so you can win the state over easier.



30
votes

Florida

Polling | Enthusiasm



Population: 11.77 M

Wealth: 1.39 B



Double-Click State for more Info



Maximum Hand Size Reached

34



Your Ideology is a deck of cards



- To innovate and keep the mechanics of the game fresh and interesting, we created the Political Action Card System or PAC.
- The cards in your deck revolve around and represent your candidates' ideologies, while incorporating the mechanical strategy of the old Operatives system
- These cards appear at the bottom of your screen and have a variety of effects that can turn the tide of the campaign, but be careful because your opponents will have their own deck.

How to use Political Action Cards

- To use your cards in your deck, you must have enough Political Capital to use them. You generate political capital per turn based on intelligence stat or can play cards or buildings that generate more.
- Once you have enough Capital, you can play the card. Certain cards can target players, states, or have nationwide effects.
- Effects can vary from giving you more funds, enthusiasm, more capital, issue score, etc. Likewise, there are cards that can take away resources from other opponents like stamina or enthusiasm or even other players cards.



Open to Debate

- In Presidential Mode, a highly contested state in the playthrough gets chosen to become the location of a debate.
- Research on the issues ahead of time so you understand the stances to align with during the debate.
- During a debate, you must give responses to issues if you are first. If you go second, you have the opportunity to declare your own stance or attack your opponent's answer.



Raising Money

- Many of the actions you can take in game are going to cost funding, whether that's for traveling, establishing or upgrading an HQ or taking out an Ad.
- Fundraisers are a core method of ensuring your candidate has healthy amount of funds for their campaign.
 - How wealthy a state is, your enthusiasm level in the state, and how often you've held a Fundraiser will all impact how much money is raised.
- Other sources to increase your funding include some headquarter upgrades and PACs.

Ohio Fundraiser

\$ Your Funds: \$2,270,000.00

Fundraising Ability: 100%
Fundraisers Held: 0

State Enthusiasm: 18%
State Wealth: \$822.67 M

Cancel Costs 3 Stamina **Raise Funds!**

Speeches vs. Advertisements

- Giving a speech provides a wide variety of benefits immediately
 - Change the importance of an issue
 - Generate enthusiasm
 - Change your or your opponent's Issue Stance
- Creating an Ad provides an ongoing persistent effect in exchange for an additional cost per-turn
- Clever players will find ways to balance the immediate boons from Speeches with the ongoing passive tradeoffs of an Ad campaign

Create Ad in Montana

Ad Subject
Second Amendment Protections
30 49

Ad Target Candidate

	Chris Christie	15	+10
	Michael Bloomberg	-12	-8

Ad Stance

Support
 Oppose

Effects

Per turn Effects

- \$40,000
- + 0.2 Issue Importance in Montana
- + 0.2 Issue Position in Montana
- + Adds +5.0% up to a State max of +50% Issue Stance.
- + 3.0% Christie Enthusiasm in Montana
- + 1.5% Christie Enthusiasm in Adjacent States

Costs 420,000 **Costs 4 Stamina** **Create Ad**

Primaries: It's about Momentum

- States that don't get a lot of love in Presidential do in this mode, especially with the early caucuses.
- Players who play the mode will have to adopt short term strategy of winning early states to keep up momentum of their campaign.
- It shows a good representation of actual primary events and how important they are to the campaign like Super Tuesday.



Election Day!

- In Presidential, a winner is chosen based on who wins the majority of electoral votes.
 - The votes are earned based on whoever has the highest polling percent in a state. There is a case where if the state remained a battleground (pink), there is a tossup that the state could go either way.
- In Primaries, a winner is chosen based on who wins the majority of delegate votes.
- If you win, congrats! If you don't, try again! Unlike in real life, you don't have to wait another 4 years-.



Things we are still working on

These features will be available on release (May 2, 2024):

- Achievements
 - Adding 21 achievements
- Steam Workshop Support
 - Adding the ability to upload and download custom candidates
- New Candidate – Robert F. Kennedy Jr.
 - Adding based on demand and prominence of independents in this election
- New Deck – Independent
 - Adding new deck to represent independents
- AI Difficulty Enhancements
 - Improving computer-controlled AI to be more difficult as per player feedback



Frequently Asked Questions: Part 1

- **Q: How is the game able to predict elections so well without using candidate polling?**
 - Different demographics vote very distinctly. Age. Job. Race. Gender. Marital status. Children. Urban/Suburban/Rural. This data is in census data.
 - We can tell with great accuracy how a single, white, 35 year old unmarried urban public school teacher with no children will vote versus a 67 year old retired farmer, married, 8 grand children. And we suspect, you reading this can guess too.
 - We then look at which issues are important in a given election cycle and connect these issues to those demographics by how important those issues are to them.
 - Finally we use enthusiasm which determines whether someone will go out and vote.
- **Q: Does this game keep up with current events such as what is happening with former President Donald Trump or the latest events?**
 - Yes. When an issue comes up that is important, we update the game to include it.
- **Q: How do you avoid personal bias from influencing the simulation?**
 - The data is the data. The only subjectivity is in trying to decide how “important” an issue is. Then we have an extensive review process by our playtest team. Once the play testers on both sides of the political spectrum insist we have ruined the game and that it is hopelessly biased against their candidate, we know our work is complete.

Frequently Asked Questions: Part 2

- Q: What are the big new features of the 2024 edition?
 - We finally added Primaries. Previously you could only run for President. Now you can run for the nomination of your party through the primaries against several other candidates of the same party.
 - We also added Presidential Debates. Players have been asking for this feature for a long time and helps give those who are politically savvy a bit of an understanding of why politicians are the way they are.
 - Lastly we added PACs. Political Action...Cards. We wanted a way for players to differentiate different candidates. They let us add personality to the candidates by having cards that are unique to that candidate. The cards use Political capital and can do anything from boost your candidate's standing with voters in a particular state or create a scandal for an opposing candidate.
- Q: Will we get anymore candidates? If so any historical ones?
 - Yes. We have plans to get a lot of historical candidates in. We want to make sure they have unique and interesting cards to play with so they will be released soon.

Questions? Help? We're here for you!

- You can contact the team at press@stardock.com
- We also have an amazing Discord community: <https://discord.com/invite/rgjZYyGTvM>
- Want to ask the designer a question? Contact him at Brad@stardock.com (frogboy_ on Discord)