



SPONSORSHIP OPPORTUNITIES

WHAT IS EXTRA LIFE?

Extra Life is a 24-hour gaming event that unites gamers from around the globe for a great cause – raising money for your local Children’s Hospital. Since its inception, Extra Life has raised over \$110 million for local Children’s Miracle Network hospitals, and with your help, London can become an even bigger contributor to that success!

OUR PARTICIPANTS

During our events, the majority of our participants identified as male, between the ages of 25 and 34.

Most participants were working young professionals with a college degree or higher. About a third of our participants streamed the LAN party live on Twitch and other various social platforms.



2024 SPONSORSHIP TIERS



HARDCORE LEVEL \$2,500

- On-air mentioned (Radio & Twitch)
- Company logo on the following:
 - Information sheet in our participant Survival Kit
 - AV displays during the event
 - Twitch event live stream
 - Logo on the front and back of event t-shirt
 - Participant streaming overlay
 - Event website
 - Social media posts before, during, and after the event on Extra Life London socials
- Recognition on Extra Life London's social media accounts when we announce the venue
- Space provided in the vendor area at the event
- Special recognition during opening and closing ceremony announcements
- Opportunity to say a few words during opening ceremonies
- Opportunity to provide business promotional materials in Survival Kit
- Mention in post-event attendee thank you

LEGENDARY LEVEL \$1,000

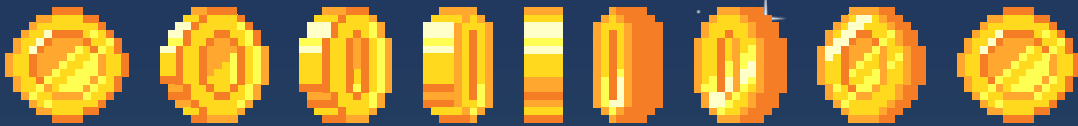
- Recognition as Host Sponsor in one of the following zone areas of activity:
 - Tabletop Zone
 - PC Zone
- Pre-event promotion in email and website
- Pre-event social media post on Extra Life London Socials
- Company logo on the following:
 - AV displays during the event
 - Twitch event livestream
 - Logo on the back of event t-shirt
 - Participant streaming overlay
 - Event website
- Space provided in vendor area at event
- Special recognition during opening and closing announcements
- Opportunity to provide business promotion material in Survival Kit
- Mention in post-event attendee thank you

NEXT



EXPERT LEVEL \$500

- Company Logo on the following:
 - Information sheet in our participant Survival Kit
 - AV displays during event
 - Event website
 - Back of event t-shirt (if value is above a certain amount)
- Opportunity to provide an item for the Survival Kit
- Potential space provided in vendor area at the event (if value is above a certain amount)
- Mention in post-event attendee thank you



SOLO QUEST LEVEL

Looking for something different?

If your sponsorship needs fall outside of the list above, please connect with us. Children's Health Foundation is happy to collaborate and develop a sponsorship plan that is most meaningful to you.

Contact **Maysee McLean** at mmclean@childhealth.ca

NEXT

THANK YOU FOR SUPPORTING CHILDREN'S HEALTH FOUNDATION.

This form confirms your agreement to support London LAN for Extra Life on October 19-20, 2024.

Please send completed forms to mmclean@childhealth.ca

YES, I WOULD LIKE TO BECOME A SPONSOR!

Please select the level of sponsorship you would like to commit to:

Hardcore | \$2,500 **Legendary** | \$1,000 **Expert** | \$500

I would not like to be a sponsor, but would still like to make a donation in the amount of: \$ _____

Yes, I would like to donate an item to the auction:

Item: _____

Value of Item: \$ _____

Auction items can be mailed to:

Children's Health Foundation, c/o of London LAN for Extra Life, 345 Westminster Ave, London, ON, N6C 4V3.

If pick-up is required, please check here, and we will contact you directly.

CONTACT INFORMATION

Organization / Family Name: _____

Contact Name: _____ Title: _____

Address: _____ City: _____

Prov: _____ Postal Code: _____ Phone: _____

Email: _____

PAYMENT INFORMATION

VISA **mastercard** **AMERICAN EXPRESS** **PayPal** Cheque Enclosed (Payable to Children's Health Foundation)

Please send an invoice (Corporate Sponsorship Only)

Card Number: _____ Expiry: _____ / _____

Name on Card: _____ Signature: _____



FOR MORE INFORMATION,
PLEASE CONTACT:

MAYSEE MCLEAN

Community Relations Associate

mmclean@childhealth.ca

519-601-9781



345 Westminster Avenue, London, ON N6C 4V3

www.childhealth.ca | 519.432.8564

Charitable Registration #118852482RR0001