



IN SUPPORT OF **Children's**  
HEALTH FOUNDATION 

## 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.





## Hardcore Level up to \$2500

- Logo displayed on the following:
  - All event communication and newsletters
  - Event t-shirt
  - Participant information sheet
  - Event signage
  - All streaming overlays
  - Extra Life London website
- Recognition in thank you posts
- A dedicated recognition post before the event
- Space provided at the vendor area in the event
- Ability to sponsor a zone with full branding
- Special recognition on the event stream and during opening and closing remarks

## Expert Level up to \$1000

- Logo displayed on the following:
  - All event communication and newsletters
  - Event t-shirt
  - Participant information sheet
  - Event signage
  - Extra Life London website
- Recognition in thank you posts
- A dedicated recognition post before the event
- Space provided at the vendor area in the event
- Special recognition on the event stream and during opening and closing remarks

NEXT



## Challenger Level

up to \$500

- Logo displayed on the following:
  - All event communication and newsletters
  - Participant information sheet
  - Event signage
  - Extra Life London website
- Recognition in thank you posts
- Special recognition on the event stream and during opening and closing remarks

## Creator Level

up to \$250

- Logo displayed on the following:
  - All event communication and newsletters
  - Event signage
  - Extra Life London website
- Recognition in thank you posts
- Special recognition on the event stream and during opening and closing remarks

## 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 **Jennifer Baxter** at [jbaxter@childhealth.ca](mailto:jbaxter@childhealth.ca)

# Thank you for supporting Children's Health Foundation.

This form confirms your agreement to support London LAN for Extra Life on September 26-27, 2026.

Please send completed forms to [jbaxter@childhealth.ca](mailto:jbaxter@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    **Expert** | \$1,000    **Challenger** | \$500    **Creator** | \$250

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:

### **Auction items can be mailed to:**

Item: \_\_\_\_\_

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

\_\_\_\_\_

Value of Item: \$ \_\_\_\_\_

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

        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:

**Jennifer Baxter**

Director, Community Relations and Events

[jbaxter@childhealth.ca](mailto:jbaxter@childhealth.ca)

548-388-1699



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CharitableRegistration #118852482RR0001