

# 2021 Sponsorship Opportunity

**The Mustard Seed Presents:**



**Charity Live Stream**

**September 25th - 26th, 2021**

# About The Mustard Seed

The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating in five cities across Alberta and British Columbia, The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence.

At The Mustard Seed, we believe in helping people where they are at. We understand the value of going out into communities, providing supports to those in need, and working collaboratively to prevent people from falling deeper into the cycle of poverty. We know that poverty is no longer confined within the blocks of our downtown streets or city core; it is not kept to one particular corner of town or ward. There are individuals throughout our cities seeking basic services, relationships, support – individuals in need of our help.

As The Mustard Seed continues to grow, it is our hope to expand our reach and services further across Canada. We will go where our help is needed; not for the sake of growth, but for the sake of seeing the transformation in someone's life when they achieve wellness and independence.

**Please Note:**

- Sponsorships must be at least 50% monetary. In-kind donations have a 50% valuation.
- Sponsorships may vary as a result of COVID-19.
- All sponsorship packages are customizable to meet the needs of the sponsor.



# About Hope 2 Game

Hope 2 Game is The Mustard Seed's brand-new event, co-run by the Alberta Esports Association on our twitch channel (@TheMustardSeedLIVE). This event is a charity live stream mixed with an esports tournament. It will feature a variety of streamers and public figures playing games and entertaining the audience while incentivising donations. The tournament will run alongside the event with the semifinals and finals premiering live on our channel. The stream will feature incentives like fun milestones, raffle prizes to be won and ways to affect gameplay through voting.

The live stream will run Saturday, September. 25th from 1PM to 7:15PM and Sunday, September. 26th from 1PM to 7:45PM. The two day event includes 6 gaming events, 6 panels and 2 tournament finals. We are recruiting local and national streamers to host and/or play games on the stream as well as advertise the event on their social media platforms. To ensure safety and that all health regulations are met, this event will run online.

Our goal is to raise awareness and funds for The Mustard Seed so that we can grow our reach and continue to help people in communities across Canada. This event will also help the Esports market grow within Canada and establish a loyal community of Gamers.

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The Mustard Seed Charity Live Stream Donation Opportunities - Sept. 18-19 2021	Title	Platinum	Gold	Silver	Bronze
# Available	-SOLD-	1 Left	4	Unlimited	Unlimited
	\$10000	\$5000	\$2500	\$1000	\$500
<b>PREMIER SPONSOR EXCLUSIVES</b>					
Lead position logo inclusion on all official event marketing.	✓				
Exclusive sponsor logo inclusion on tournament trophies and medals. (Inc.TMS logo)	✓				
Logo featured on the event website header.	✓				
<b>MEDIA</b>					
Logo featured on the event website as pillar sponsor.	Largest	Large	Medium	Small	Name Only
Social Media Promotion Campaign (Note: Details to be negotiated)	12 posts*	8 posts*	4 posts*	2 posts*	1 post*
Event related social media marketing.	All*	All*	2 Posts	Announcement only	Announcement Only
Full colour ad in online program guide.	Two page	One Page	Half Page	Quarter Page	Logo Only
Logo presence on event announcement.	Largest	Large	Medium	Small	Name Only
Logo presence on event registration page linked to website and/or social media.	Largest	Large	Medium	Small	Name Only
Logo presence on event page on website linked to website and/or social media.	Largest	Large	Medium	Small	Name Only
<b>BRAND VISIBILITY</b>					
Recognition as presenting or platinum sponsor ( Including signage, program, media, etc.)	✓	✓			
Opportunity to participate in the award presentation.	✓	✓			
Verbal acknowledgement at opening and closing ceremonies.	✓	✓	✓		
Logo Presence on streaming layout.	Largest (Static)	Large (Rotation)	Medium (Rotation)	Small (Rotation)	Small (Rotation)
Advertisement airtime during intermissions on stream & stage (up to 30 second ads)	8	4	2	1	
Advertisement reads during intermissions on stream & stage (up to 30 second ads)					
Sponsor highlight, ad read on TMSLIVE (Twitch) leading up to the event. (Up to 2 min)	✓	✓	✓		
Prize advertisement during intermissions on stream & stage ( Up to 2 min) - Prize must be donated, \$1000+	✓	✓	✓	✓	
Acknowledgment in youtube video descriptions.	✓	✓	✓		
Product placement (ex. stream, casters table, admin table, caster cams, player cams)	✓	✓	✓		
Brand dedicated panel.	30 Min	15 Min			
<b>MERCHANDISE</b>					
Purchasable T-shirt (Logo placement on the back)	Title Sponsor (Large)	Medium	Small		
Raffle winner shipment thank you insert. (Logo)	Largest	Medium	Small		
Digital swag bag insert. (Cost not included in sponsorship, 100 bags max.)	Logo + Up to 4 items	Up to 3 items	Up to 2 items	Up to 1 item	Up to 1 item

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## Additional Sponsorship Opportunities

Throughout the event there will be opportunities to award prizes through raffles and as incentives during game play. Showcase your business products or highlight your commitment to community by supporting HOPE 2 GAME through:

- raffle prizes (*computers, game consoles, gaming equipment, other prizes*)
- incentives (*event tickets, swag, donation matching, milestone fulfillment*)
- digital swag bag inclusions (*coupons/ discount codes, gift cards, merch*)

These sponsorship opportunities can be fulfilled through either monetary or gift in kind donations.

To determine best fit for your business, review type or amount of prizes or total numbers of items needed, contact Jenna Sparrow at [jennasparrow@theseed.ca](mailto:jennasparrow@theseed.ca). For more information on Hope 2 Game events, panels and tournaments, contact Justine McKeever at [justinemckeever@theseed.ca](mailto:justinemckeever@theseed.ca).

