



THE POWER OF

# PARTNERSHIP





# EXTRA LIFE



Extra Life is a Children's Miracle Network Hospitals fundraising program within the gaming community. Participants fundraise year-round and pledge to game with one goal: to save and improve the lives of sick and injured kids. Funds raised stay local to help pediatric patients at 170 Children's Miracle Network Hospitals across North America. Since 2008, Extra Life has raised more than \$56 million for member hospitals.

Recently named one of the top 30 fundraising programs in the United States, Extra Life is a movement, formed by gamers that are bonded by passion, and is committed to saving and improving the lives of local kids.

Play games, heal kids and join the community today at [extra-life.org](http://extra-life.org)



## REACHING A COVETED DEMOGRAPHIC AND THOSE THAT DONATE TO THEM



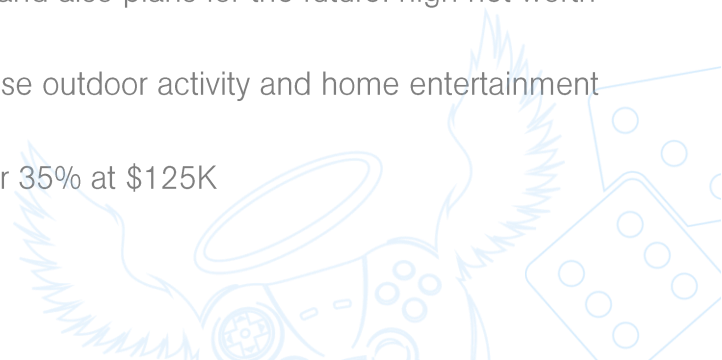
A global, digital community that engages passion-fueled fundraisers within the gaming and live streaming interest groups and industries with more than **50,000 participants annually**:

- The Millennial & Gen X Gamer ages 21 – 40
- Groups is 61% male, 39% female
- Highly engaged social network, with 5.5X the amount of average followers
- Social share rates are 3X more active than the baseline for the demographic
- Average annual income of \$75K per year
- Primary purchase areas include gaming products and consoles



Extra Life has more than **190,000 donors annually** that support the participants:

- Gen X professional, typically in management or may own their own business.
- Friends and family of younger Extra Life participants
- Expendable income and also plans for the future: high net worth individuals
- Embrace and purchase outdoor activity and home entertainment goods & services
- Buying potential: over 35% at \$125K





## Digital Activation Opportunities

Children's Miracle Network Hospitals engages with partners in many different ways. We strive to customize each and every partnership so it is a win-win in terms of charitable AND business impact. Our team are experts in corporate social responsibility and have helped to design some of the most impactful, beloved and prolific corporate-cause partnership in the marketplace today.



### Various Online Exposure

Extra Life's digital properties generated over **20.4 million impressions** through almost **1.2 million website visitors** and **75K social followers**. Overall PR mentions generated **579 million impressions in 2018**.



### Real-Time Distribution of Digital Goods

Using our in-house digital fulfillment system, we're able to **distribute digital goods** to Extra Life community members in real-time as they reach fundraising milestone. Each activation includes co-branded emails, social promotion, custom messaging and a **CTA to drive consumers to your digital properties**.



### Branded Content included in Digital Media and Broadcasting Toolkits

**Co-branded placement** of your company's assets within our digital media and broadcasting toolkits means your content can be consumed by over **50,000 community members and their potential online reach and viewership**.



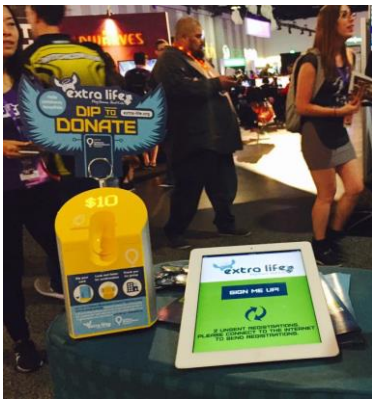
## Offline Activation Opportunities

Children's Miracle Network Hospitals engages with partners in many different ways. We strive to customize each and every partnership so it is a win-win in terms of charitable AND business impact. Our team are experts in corporate social responsibility and have helped to design some of the most impactful, beloved and prolific corporate-cause partnership in the marketplace today.



### Activations within 80+ Major Markets

We've established **over 70 local volunteer groups** have throughout North America who **host events and generate awareness in their local markets.** These "Guilds" are active year-round and are able to **provide local support** in your focus-markets or remote offices.



### Product Distribution at 200+ Events

In addition the **200+ local events** our Guilds host or attend throughout the year, Extra Life also purchases **booths at PAX East, PAX Prime, RTX, GenCon, E3, and TwitchCon** each year, providing your company with opportunities for **product placement** and sampling at our convention booths.



### Top-fundraiser Stewardship Opportunities

Include your branding with our thank you gifts to our top fundraisers. Each year, **over 6k t-shirts and 2k "Hero Medals"** are redeemed and mailed directly to the doorstep of our top fundraisers. This opportunity puts **your brand** front and center with some of the most passionate supporters of children's hospitals within our community – including many **content creators and social influencers!**



## Signature Event Opportunities

Children's Miracle Network Hospitals hosts signature events for the Extra Life community throughout each calendar year. These additional touchpoints serve as rallying points to engage community members and generate buzz in the marketplace. The list of current annual events your brand can participate in each year are below:



### Annual Game Day Marathon

Extra Life started as a **24 hour gaming marathon** in memory of Victoria Enmon, a young girl who lost her life to cancer. We honor Victoria each year by rallying the Extra Life community to play games for 24-hours on our annual Game Day. On this day, **tens of thousands of gamers broadcast their game play and take to the internet** to raise millions of dollars for CMN Hospitals.



### Extra Life United

Extra Life United is an **annual gaming tournament** where hundreds of community members and **dozens of Twitch partners** come together to compete on behalf of their local CMN Hospital. **Professionally broadcasted online**, the \$150,000 donation prize pool for the winners draws a viewership of almost **200,000 unique viewers** during this 2-day event.



### And More...

**Numerous influencer events** and industry campaigns happen year-round in support of Extra Life and CMN Hospitals. By being an official partner of Extra Life, **you'll be the first to know** about such events and the various ways you can participate to **garner more awareness for your brand**.



## Employee Engagement Opportunities

Gaming is the largest form of entertainment on the planet and chances are, you have employees who play games and/or livestream as a hobby outside of the office. Participation in Extra Life is so flexible, that it serves as the perfect employee engagement tactic for both local and remote teams! Ideas of how your organization can use Extra Life as an employee engagement tactic are:



### Create a Company Extra Life Team

Every Fall, Children's Miracle Network Hospitals hosts the annual "Extra Life Game Day" as a rallying point for gamers across the globe to raise funds for sick and injured kids at children's hospitals across North America. Create a team for your employees to join and create their own fundraising page to collect donations. Offer incentives like an extra day of PTO for the top fundraisers, or company swag for everyone who reaches a specific fundraising milestone.



### Host a Company Game Day

Extra Life is 365 days a year, meaning you can host your own "Game Day" whenever it works for you! Already host a company picnic? Add a gaming event and allow people to bring their family, friends (and games!) to raise money for your local children's hospitals. Best practices include providing matching gifts, hosting a silent auction, and spotlighting staff members with personal connections to the local children's hospital.



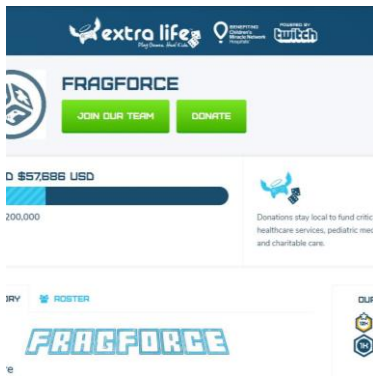
### Livestream with Remote Offices

While it's definitely not a requirement to participate, over 60% of the Extra Life community livestream their game play on Twitch, Mixer and YouTube to connect with their friends, family members and fans. By hosting your own company livestream, you can challenge remote offices to some friendly challenges #ForTheKids, all while each location gets to support their local children's hospital.



## Community Engagement Opportunities

Gaming is the largest form of entertainment on the planet and chances are, you have community members who play games and/or livestream as a hobby. Participation in Extra Life is so flexible, that it serves as the perfect community engagement tactic, regardless of their geographic region! Ideas of how your organization can use Extra Life as a community engagement tactic are:



### Create a Community Extra Life Team

Every Fall, Children's Miracle Network Hospitals hosts the annual "Extra Life Game Day" as a rallying point for gamers across the globe to raise funds for sick and injured kids at children's hospitals across North America. Create a team for your community members to join and create their own fundraising page to collect donations. Each community member can select their local children's hospital, ensuring the funds they raise stay local to help kids in their own community



### Host a Community Game Day

Extra Life is 365 days a year, meaning you can host your own "Game Day" whenever it works for you! Launching a new game or product? Hosting an Extra Life Game Day event to rally the community around the announcement can generate buzz and engagement from your most passionate supporters, all while raising money for a good cause. Best practices include providing matching gifts, providing prizes or unlocking items when fundraising milestones are reached, and spotlighting community members' personal connection with the cause.



### Livestream Your Support

While its definitely not a requirement to participate, over 60% of the Extra Life community livestream their game play on Twitch, Mixer and YouTube to connect with their friends, family members and fans. Host your own livestream to engage with your community members. Feature segments with your developers, content creators and special guests that your community members want to hear from. Create some friendly challenges, all while raising money #ForTheKids.



*The Extra Life community continues to grow but so do the needs of our hospitals. To respond in support of their needs the best we can, we've set some aggressive goals for the Extra Life program. We'd love to partner with you to grow the support of children's hospitals through the gaming community!*

**↑ 15%**  
FUNDRAISING

**↑ 10%**  
PARTICIPATION

**↑ 5+**  
SPECIAL EVENTS



## CONTACT INFO

Email [CMN\\_Events@pennstatehealth.psu.edu](mailto:CMN_Events@pennstatehealth.psu.edu) or contact 717-531-6606 for more info.

*On behalf of the 10 million kids treated at Children's Miracle Network Hospitals each year, thank you for helping kids live better through your involvement in Extra Life.*

