

SPONSORSHIP PACKET



St. Jude Children's
Research Hospital

Finding cures. Saving children.

ALSAC • DANNY THOMAS, FOUNDER



War never
changes.

But hope?
Hope can
save a life.

CHARITY DRIVE EVENT



Dear Partner,

In partnership with St. Jude Children's Research Hospital, we are delighted to announce the 2nd Annual Fallout For Hope event benefitting the research, care and life-saving procedures of children the world over.

In Fallout for Hope's inaugural year, 378 streamers, content creators, community leaders and volunteers worldwide raised more than \$140,000 for St. Jude and other charitable causes. Over 20,000 people turned out to donate to support everything from funding in patient beds for sick children to planting trees in America's cities to bring green spaces and clean air. Last year for St. Jude alone over \$109,000 was raised in just one week for an initiative that started as an idea just before the holidays. Through the generous support of our donors and Partners like you, our 2020/2021 start began a yearly tradition of giving back and paying it forward for the Fallout video game community.

This year, Fallout For Hope has set an ambitious goal too raise \$500,000 for St. Jude during their St. Jude Plays Live season this December over the course of two weeks. This goal isn't arbitrary, that translates to the cost of life-saving surgeries for 20 children. Throughout the course of a life, our impact on the world is no small thing and we believe the world can be made better by giving hope at a time of year when these children should look at the world with joy and wonder, not fighting just to breathe.

To meet this goal, we desperately need your help to make a difference and it involves little more than becoming an event sponsor in the form of giveaway items, donating directly to the cause or matching funds raised by gamers to a number you choose.

In the sponsorship materials attached, you will find more information about our Sponsorship Package and the ways you and your company can truly get involved in a cause that saves lives.

If you or your company are interested in supporting this global event, please contact me at ken@falloutforhope.com or 603.309.3107.

Thank you for your consideration.

Regards,

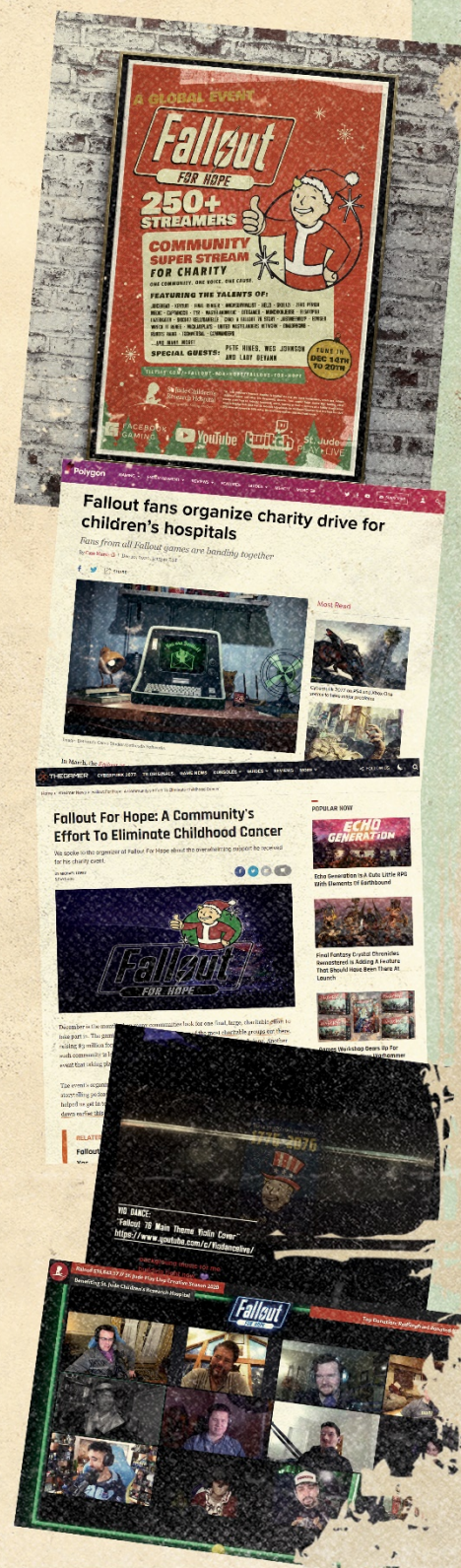
Kenneth Vigue

Kenneth Vigue
Founder and Organizer



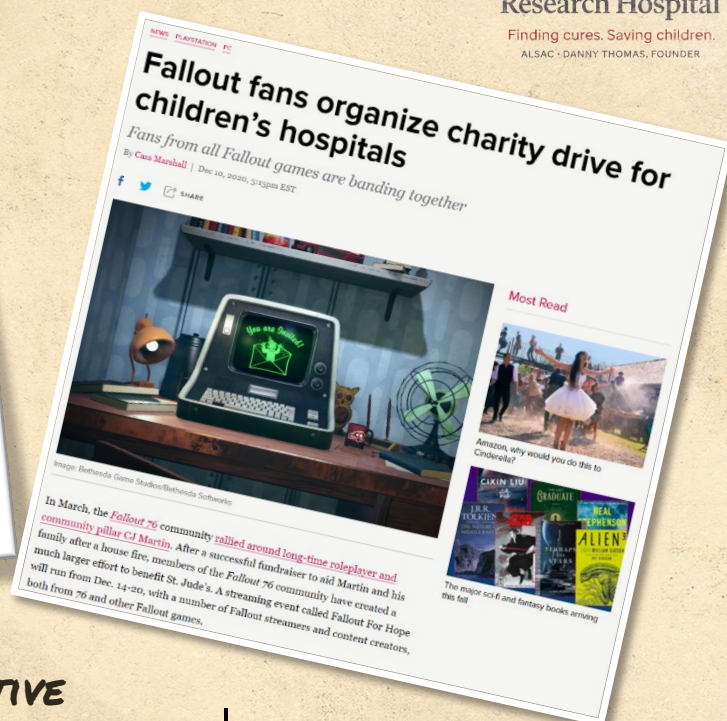
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~ ABOUT ~



THE FALLOUT FOR HOPE INITIATIVE

The Fallout For Hope Initiative was born in 2020 after the Fallout video game community mobilized to help individuals in the community struggling through tragedy and hardship. If we could help one person, what if a global community of Fallout gamers, streamers and content creators mobilized for one cause? Since its inception Fallout For Hope has garnered the support of gamers all over the world for St. Jude and other worthy causes to make a difference in the world.

WHAT WE DO

We are a passionate group of gamers from around the world who work together to make meaningful change in our world by supporting causes that do so.



LIFE SAVING SUPPORT

Together with St. Jude Children's Research Hospital, we fund raise to support research into cures for life threatening diseases.



ESSENTIAL MEDICAL SUPPLIES

Every dollar counts that is raised as it goes to support everything from simple medical supplies to at home support during a child's recovery.



378 **86**

Volunteers
Worldwide

Countries

20,865

People Have Donated

Since **December 2020**, The Fallout Community has raised **over \$140,000** for charitable causes.



~ FALLOUT ~



WHY FALLOUT?

We've all shared a story. It always starts at the end. There's a Vault Dweller or a Chosen One, a Lone Wanderer or a Courier, the Sole Survivor or Resident. There's always a broken road and choices to be made, and it is through those choices that we shape the world. We remember that world in as real a way as the memories we create in our own.

In 2020 for the first time, generations of gamers from all over the world started something new, a global initiative that brought Fallout Streamers, Creators, Community Leaders, and even those who make the games we love together. It was the small seed of an idea that in a year defined by fear and darkness when we found ourselves afraid and powerless and everyone, all of us experienced that together on every country on Earth. What if we ended that awful year by helping others? To be the voice and hope for the children of the world just fighting to live. To offer some comfort to mothers and fathers who in the deepest parts of themselves, while hanging on to hope by a thread, worried about how they could afford to keep their child alive.

It is struggle that defines us, because when things are the darkest we have a choice to stay there or climb out, a climb made easier with many hands reaching out to lift you up. Fallout For Hope was born to do just that, to offer hope and relief for children and their families at a time of year when loss is felt and help keenly needed.

From the most well-known name in the community to new streamers we play every Fallout game, on every console, on Twitch, YouTube and Facebook. As one Fallout family we will be playing to bring hope to children who instead of being home for the holidays are spending it in a hospital.

"THE FALLOUT COMMUNITY IS A UNIQUE ONE, FILLED WITH CREATIVE INDIVIDUALS AND PASSIONATE ROLEPLAYERS. CHIEF AMONG THE TRAITS THAT REPRESENT THIS COMMUNITY IS CARING FOR OTHERS. THIS CAUSE BRINGS US TOGETHER TO DO JUST THAT."



~ SUPPORT ~



GET INVOLVED!

EVENT: Fallout For Hope for St. Jude

DATE: Dec. 4th to Dec. 19th, 2021

GOAL: Raise \$500,000 to cover lifesaving surgeries for 20 children

Join Fallout For Hope for the 2nd annual holiday fundraising event for St. Jude Play Live, two weeks to post-apocalyptic fun as gamers from all over the world will be streaming their favorite Fallout game. We invite you to join us in a goal this year with a specific objective in mind – save lives.



WAYS TO SUPPORT

There are multiple ways you or your company can support this initiative based on your preference:

1: Giveaway item donation.

Fallout For Hope is fueled by giveaways that help to build excitement in the fandom, drive donations and help get word out about our charity drives.

2: Direct donation.

You or your company can choose to directly donate via Tiltify.

3: Donation matching challenge.

You or your company can challenge gamers to raise \$XXX dollars by a date to match the amount raised.

St. Jude PLAY ► LIVE[®]

SPONSORSHIP BENEFITS:

- ✓ Gleam.io giveaway tracking and access to all entrant data (custom action can drive entrants to company Discords, socials, etc.)
- ✓ Interstitials of any giveaways items and/or brand sizzle reel for use in streams throughout the event on the primary channels and additional secondary channels.
- ✓ Website sponsorship placement
- ✓ Social media tags and promotion of giveaway item with links to item store
- ✓ Sponsor name mention and product mention during live streams.



FALLOUTFORHOPE.COM

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