

JAN 22'



**INFLUENCER  
INFORMATION PACK**



# ABOUT ME

- Husband, father to two amazing kids, gamer, creator, and charity driven. These are the five best (plus a few extra) words I would use to describe myself, my streams, and my content.
- When you come into my stream, you'll be greeted by me generally sipping on some coffee and playing the latest and greatest story driven campaign, battle royale, and co-operative multiplayer. You'll be welcomed by an open, loving, inclusive community which I call La Familia. Though some of them are that weird Aunt or Uncle we all know.
- One thing that separates me from most other creators is that I worked in the gaming industry for nearly a decade directly influencing IP creation, case studies, art direction, and creative development together with Microsoft Studios, The Coalition, Epic Games, Warner Brothers, and Saban among others. This leads to a broader development and design discussion about the games I'm playing through with the community.
- Lastly, fundraising for charity is near and dear to my heart. Whether it be St. Jude via PlayLive, GCX, or any number of the charity fundraisers I've signed up for, my community and I consistently go above and beyond and land on top of the leader boards for money raised.





TIME PERIOD: JAN 1 22 – JAN 31 22 | SOURCE: TWITCH CHANNEL ANALYTICS  
(SCREENSHOTS PROVIDED AT END OF PRESENTATION)





TIME PERIOD: JAN 1 22 – JAN 31 22 | SOURCE: YOUTUBE CHANNEL ANALYTICS  
(SCREENSHOTS PROVIDED AT END OF PRESENTATION)



# CURRENT BRANDS I WORK WITH



# BRANDS I WANT TO WORK WITH



# OPPORTUNITIES FOR INTEGRATION

## JUST CHATTING SCREEN



1. FOREGROUND
2. LOGO PLACEMENT (LEFT)
3. BACKGROUND (WALL)
4. HEADSET
5. CLOTHING
6. EYEWEAR
7. BACKGROUND
8. LOGO PLACEMENT (RIGHT)

## GAMEPLAY SCREEN



1. AD PLACEMENT
2. CUSTOM ALERT
3. LOGO PLACEMENT






# CHARITY

		<b>Cohh</b> \$421,182.69
		<b>lilsimsie</b> \$321,574.69
		<b>Lobosjr</b> \$276,089.99
4.	littlesiha	\$140,565.00
5.	Bloodyfaster	\$128,050.71
6.	negaoryx	\$101,154.48
7.	Blessious	\$99,810.01
8.	88bitmusic	\$90,424.68
9.	poopwitchx	\$69,247.69
10.	WarpWorld	\$61,171.69
11.	bananabrea	\$55,513.69
12.	Terroriser	\$50,880.69
13.	Direwolf20	\$36,363.63
14.	oryen	\$35,271.00
15.	fiercekittenz	\$33,170.00
16.	NightHawkPlayz	\$32,270.69

### NightHawkPlayz's previous campaigns

	<b>NHP PlayLive 2021</b> May 01, 2021 St. Jude Children's Research Hospital	Raised <b>\$32,270.69</b>
	<b>God Squad for GCX Campaign!</b> June 05, 2020 St. Jude Children's Research Hospital	Raised <b>\$18,375.69</b>
	<b>St. Jude Play Live 2020</b> April 01, 2020 St. Jude Children's Research Hospital	Raised <b>\$32,005.69</b>

		<b>GCX</b> \$3,247,593.54
		<b>DrLupo</b> \$2,384,333.04
		<b>Darkness429</b> \$39,364.00
4.	GoodGameBro	\$20,400.00
5.	NightHawkPlayz	\$18,375.69

- Supporting charities is an integral part of my brand and who I am. As a content creator my focus is not only to entertain but to create positive change in this space & in the world.
- Since April 2020 I've helped raise \$82,652.07 for St. Jude Children's Research Hospital.
- Last year I was the 5<sup>th</sup> largest fundraiser for GCX & 16<sup>th</sup> this year for St. Jude PlayLive.



# THANK YOU

If you would like to discuss any opportunities you believe would be of mutual benefit, please do not hesitate to contact me using any of the below methods:



**MATT@NIGHTHAWKPLAYZ.COM**



**/NIGHTHAWKPLAYZ**



**/NIGHTHAWKPLAYZ**



**/NIGHTHAWKPLAYZ**





# STATISTICS FOR REFERENCE

