

CRASHPAD4KIDS

IN SUPPORT OF
Make-A-Wish[®]
CANADA

DOZENS OF CREATORS. ONE GREAT CAUSE.
NOVEMBER 13TH TO 19TH



For 1 week, content creators from around the world will come together to raise money that will help make wishes come true!

CrashPad4Kids is an annual fundraising event where dozens of content creators and sponsors come together to raise funds for Make-A-Wish Canada. Content creators will be live broadcasting the event on their own channels and presenting the event in their own unique ways, while sponsors will be providing prizes as donation and content creator incentives and/or matching some of the funds raised during the event.

100% of the proceeds raised will be going directly to Make-A-Wish Canada, with full tax receipts for all donations over \$20. All transactions will be via Tiltify utilizing Make-A-Wish Canada's account, so all funds raised will be going directly to Make-A-Wish Canada.

"Make-A-Wish® is the world's leading wish-granting organization, serving children with critical illnesses in every community across Canada by granting their most heartfelt wish. Make-A-Wish Canada's goal is to bring every eligible child's wish to life. In 2022, we granted over 1,000 life changing wishes. Due to COVID-19, we still have thousands of wishes waiting to be granted and we cannot grant those wishes without your help."

Every 20 minutes, a child is diagnosed with a critical illness. Every one of these kids needs a wish to help give them strength and joy. Wishes are more than a nice to have, they are a need to have, and they are an integral part of a child's treatment journey. Research shows that wishes can help children feel stronger, more energetic, and more willing and able to battle their critical illnesses. To learn more, please visit www.makeawish.ca.

Last year our 27 participating streamers raised **\$16,325.19USD** over the weekend. *Our goal this year is to raise at least \$20,000 over a now week-long event for Make-A-Wish Canada*



Chloe, 6, Wilm's Tumor

I wish to go to Aulani - a Disney® Resort



Become a Sponsor

Through your generous contributions, we can encourage more people to participate, either as content creators or as donors. There are **3 main ways your organization can help make this event successful**

1) Products for Giveaways

Provide products or services that can be used in giveaways for donor and content creator incentives. Note that this is a global event, so products or services that can be provided to people across the world are preferred.

2) Match amounts donated

Examples of this can be match up to a specific dollar amount, match a specific dollar amount if it is raised, or donate a percent of each dollar raised. We have found that when a community is given a goal, they will often work together to reach it, making matching a specific dollar amount the most effective method.

3) Pay for Operational Costs

Cover operational costs such as web hosting, domains, and shipping prizes to giveaway winners. Operational costs in 2023 were roughly \$2,500CAD

2023 Title Sponsor

This year we will be offering the position of "Title Sponsor" to either the first sponsor that commits to a contribution of at least \$3,200CAD or to the sponsor offering the highest contribution as of October 1st, 2023. The Title Sponsor's logo will be incorporated into the CrashPad4Kids logo for the 2023 event and our team will work with your team to provide promotion that's above and beyond any of the benefits noted below.

We are also open to working with sponsors to tailoring their campaign, such as pre-event promotional giveaways. To participate in this event as a sponsor, please email Crash at CrashPad4Kids@CrashKoeck.com

SPONSORSHIP BENEFITS

	DIAMOND	GOLD	SILVER	BRONZE
Minimum Contribution (or equipment MSRP equivalent) \$CAD	\$2500	\$1000	\$750	\$500
Listed as partner ("_____ presents CrashPad4Kids!")	♥			
Persistent logo on all streams	♥			
Pre-event promo giveaway (product or listed as sponsor)	♥	♥		
Commercials played on streams during the event	♥	♥	♥	
Sponsor debrief after event closing	♥	♥	♥	♥
Recognition of level of sponsorship	♥	♥	♥	♥
List as a sponsor at CrashPad4Kids.com	♥	♥	♥	♥
Acknowledgement during opening ceremony	♥	♥	♥	♥
Special thanks during closing ceremony	♥	♥	♥	♥
Logo rotated with other sponsors on all streams		♥	♥	♥
Promotion on social media leading up the the event	♥	♥	♥	♥
Logo included on all promotional material	♥	♥	♥	♥



CrashPad4Kids 2022 Summary

From all of us who organized this event, as well as everyone who participated, thank you so much for sponsoring CrashPad4Kids in 2022 to help raise funds for Make-A-Wish Canada. This was our second year doing this and the amount of support from the wonderful sponsors, from the streamers, and from the multiple communities was absolutely amazing! We raised over **3 times as much** in our second event as we did in our first, and it's in no small part to your contribution.

\$16,325.19 USD
raised in 48 hours (+302% vs 2021)

95
donations

4300
live hours watched

10
volunteers

27
streamers

4
sponsors

10
giveaway prizes

Although there were participating streamers who had CCV numbers well into the hundreds, a majority of the streamers who participated had an average CCV of 15 or less. Based on the average CCV of all streamers, it is estimated that the streamers in this event brought in roughly \$1,000/CCV. In comparison, last year this number was \$360/CCV. We believe that these gains can be carried into the 2023 event based on the feedback we received from this event and adjustments we are planning to make.

Feedback from the participants was overwhelmingly positive and some excellent suggestions were made that we will be incorporating into the 2023 event. Below are the results of the streamer feedback survey.

Event Organization.....	4.5/5
Communication.....	4.6/5
Giveaways.....	5/5
Streamer Handbook.....	4.8/5
Premade Overlay and Alerts.....	4.9/5
Supporting Tiltify Campaign.....	4.5/5
How Likely are Streamers to Participate in 2023.....	4.8/5



Plans for 2023

Just like the first year, we learned a lot this year and plan to adjust our processes to be even more effective.

- 1) Based on feedback from streamers who both did and didn't participate, we have decided that the 2023 event will run for 1 whole week (November 13th to 19th) instead of just a weekend. There were many people who wanted to participate but were unable to on a weekend.
- 2) We will be bringing on even more volunteers for 2023. We had a total of 10 of us working on this in 2022 and based on the workload and what was accomplished vs what we would like to accomplish in 2023, we are aiming to build a team of 20.
- 3) We will be working more closely with sponsors to make custom commercials that can be played on all streams instead of just logos displayed on overlays, in promotions, and on the CrashPad4Kids website.
- 4) The CrashPad4Kids website will display all live streams in a carousel and will have an automatically updated show schedule to let viewers which channels will be broadcasting for the event and when.
- 5) More sponsors will be invited to participate, but any sponsors that participated in 2022 will have first right of refusal.
- 6) Overall, more resources will be made available to the content creators. Although the overlays and alerts were premade and were all added in 1 simple browser source and a basic handbook was provided, we plan to provide even more to the content creators including updated software, more instruction booklets, and multiple dedicated help teams in the CrashPad4Kids Discord.

2023 Proposed Sequence of Events

August

- Pitch deck creation and sponsor outreach
- Team assembly
- Creation of initial promotional material
- Update streamer handbook
- Create Tiltify campaign
- Start streamer recruitment
- Finalize primary sponsor agreements

September

- Event announcement
- Updating of software & website
- Create promotional material for streamers to use to promote the event

October

- Assemble event mod team
- Start building official streamer roster and bio pages
- Finalize all sponsor agreements
- Work with sponsors on commercials for the event
- Finalize all scheduling requirements
- Finalize all live event assets such as overlays, panels, social media graphics, videos, and sponsor commercials

November

- Pre-event promotional giveaway
- Final touches and adjustments for last minute sponsors and participants
- No sleep for a week (November 13th to 19th)

December

- Distribute participant feedback form
- Fulfill giveaway requirements
- Create Sponsor Debrief

If you have any questions regarding the 2022 event, or would like more information on the 2023 event, please send an email to CrashPad4Kids@CrashKoeck.com

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