



• Make-A-Wish<sup>®</sup>

# STREAM [FTW]

Make-A-Wish Fundraising Event




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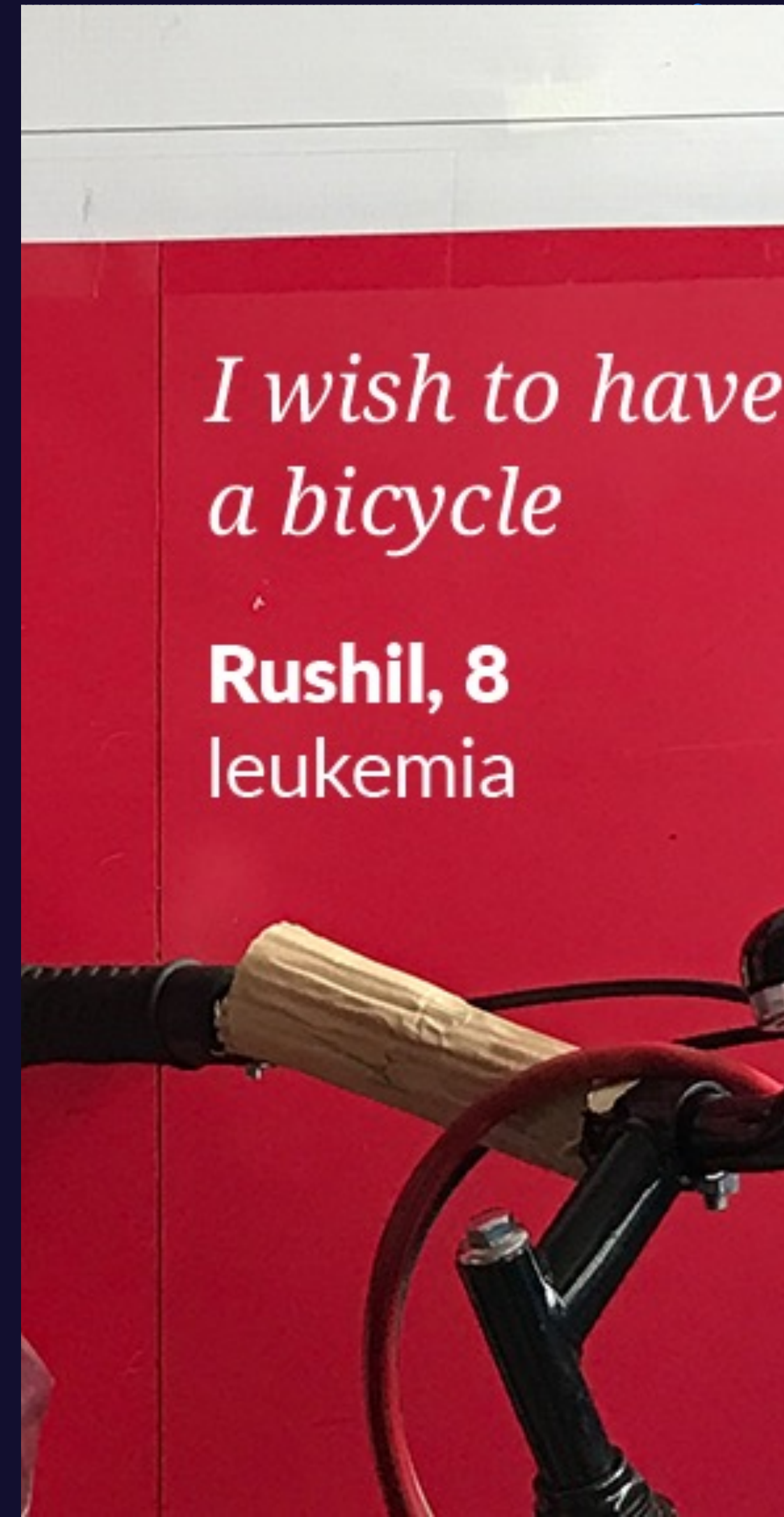
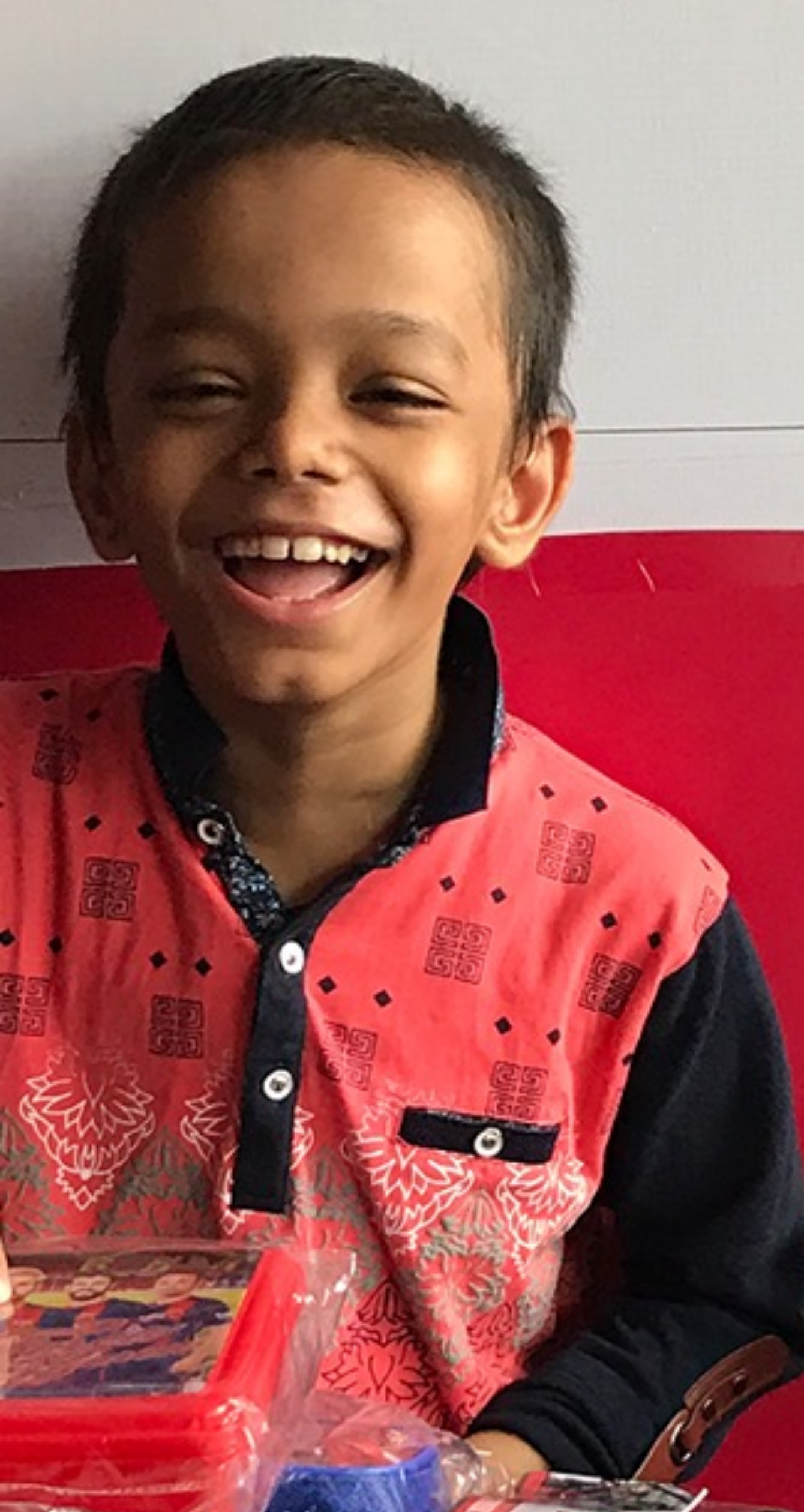
While some wishes  
come true... so many  
kids are waiting.

You can change  
their lives.



*I wish to build a  
gaming computer*

**Jory and Aaron, 13**  
neuromuscular disorder



# Make-A-Wish<sup>®</sup>

Make-A-Wish, the world's leading children's wish-granting organization, creates life-changing wishes for children with critical illnesses in every community in the U.S. and in 50 countries worldwide. A wish is granted every 17 minutes, on average, somewhere in the world.

A wish inspires hope, renews joy and gives a child with a critical illness a piece of their childhood back. More wishes are waiting to be granted – and these wishes need you.

When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope.

Many of the wishes granted to children with critical illnesses are for experiences such as getting a puppy, seeing snow for the first time, being a police officer or getting a backyard tree house.

A wish gives children renewed energy and strength, brings families closer together and unites entire communities.



COLLIDESCOPE.IO



ABOUT COLLIDESCOPE.IO

# Creating new opportunities for nonprofits through digital & social media

**Collidescope.io** enables non-profit, corporate social responsibility teams & influencer collaborations, powers social media amplification and analytics, and provides impact measurement that is vital to mission validation. **Collidescope.io** provides tools, technology and resources to nonprofits, allowing them to build and scale new fundraising opportunities.

Make-A-Wish®

STREAM  
[FTW]

WORLD WISH DAY 2021

# April 29<sup>th</sup>, 2021 World Wish Day – Streaming Activation

In celebration of World Wish Day, Make-A-Wish Chapters all over the world are partnering with streamers and broadcasters, looking to host a livestream fundraiser to support Make-A-Wish from March 1<sup>st</sup> to May 1<sup>st</sup>, 2021. In partnership with Make-A-Wish Greater Los Angeles, Collidescope.io is producing a one-day steaming event with todays top streaming talent.

Make-A-Wish®



STREAM TEAM

# Twitch Streamers Raised Over 83M+ in 2020

While many nonprofits are pivoting their fundraising focus to peer-to-peer efforts, tens of millions of dollars are being raised by a new generation of joystick philanthropists on Twitch.

Equipped with made-for-fundraisers tools and millions of devoted followers, professional gamers like DrLupo, Pestily and Nick28T are emerging from their virtual universes yielding massive dividends for their preferred charities.

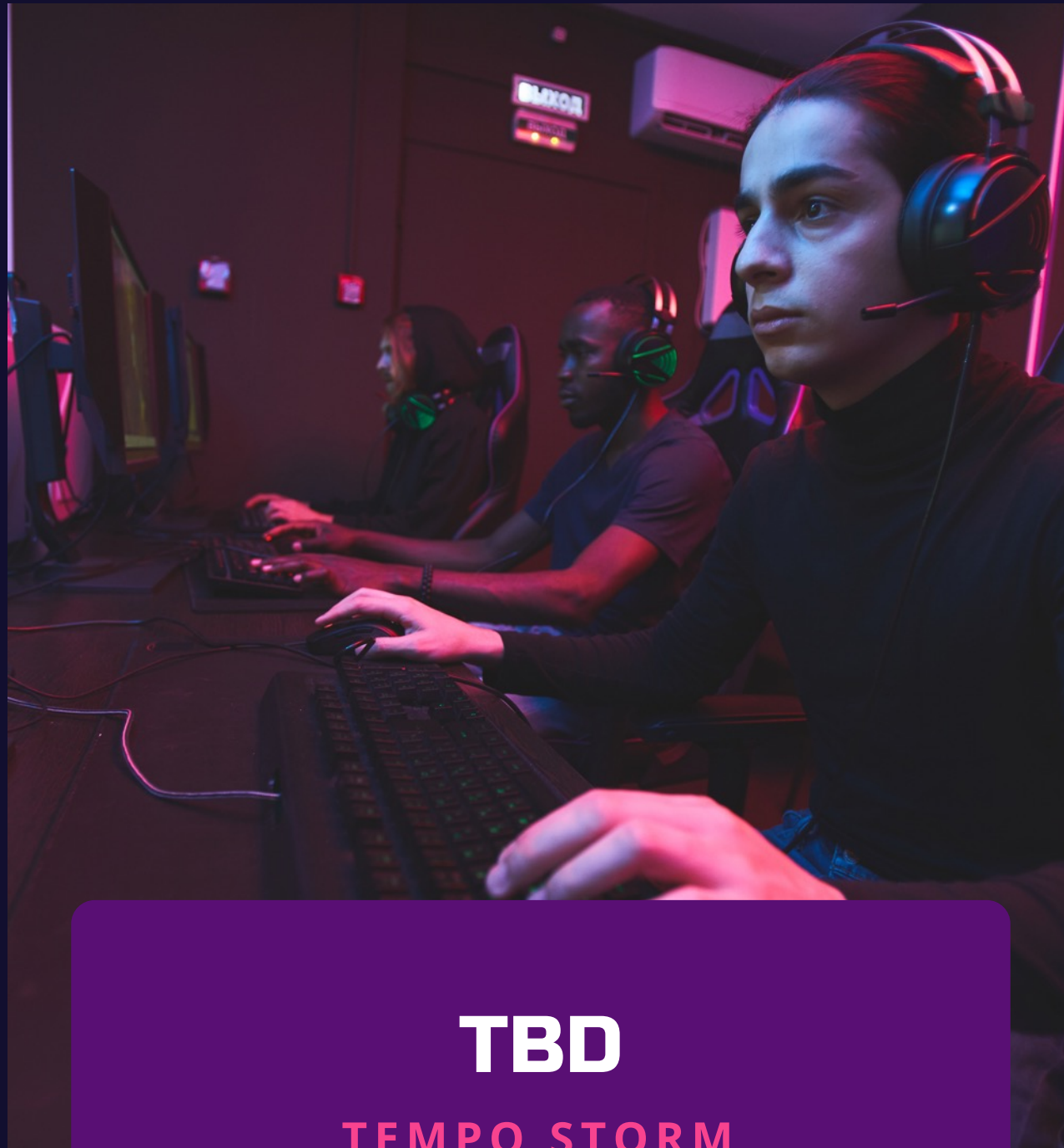
- ✓ Highly engaged audience
- ✓ Utilizing platforms for good



TEAM

# Streaming Talent

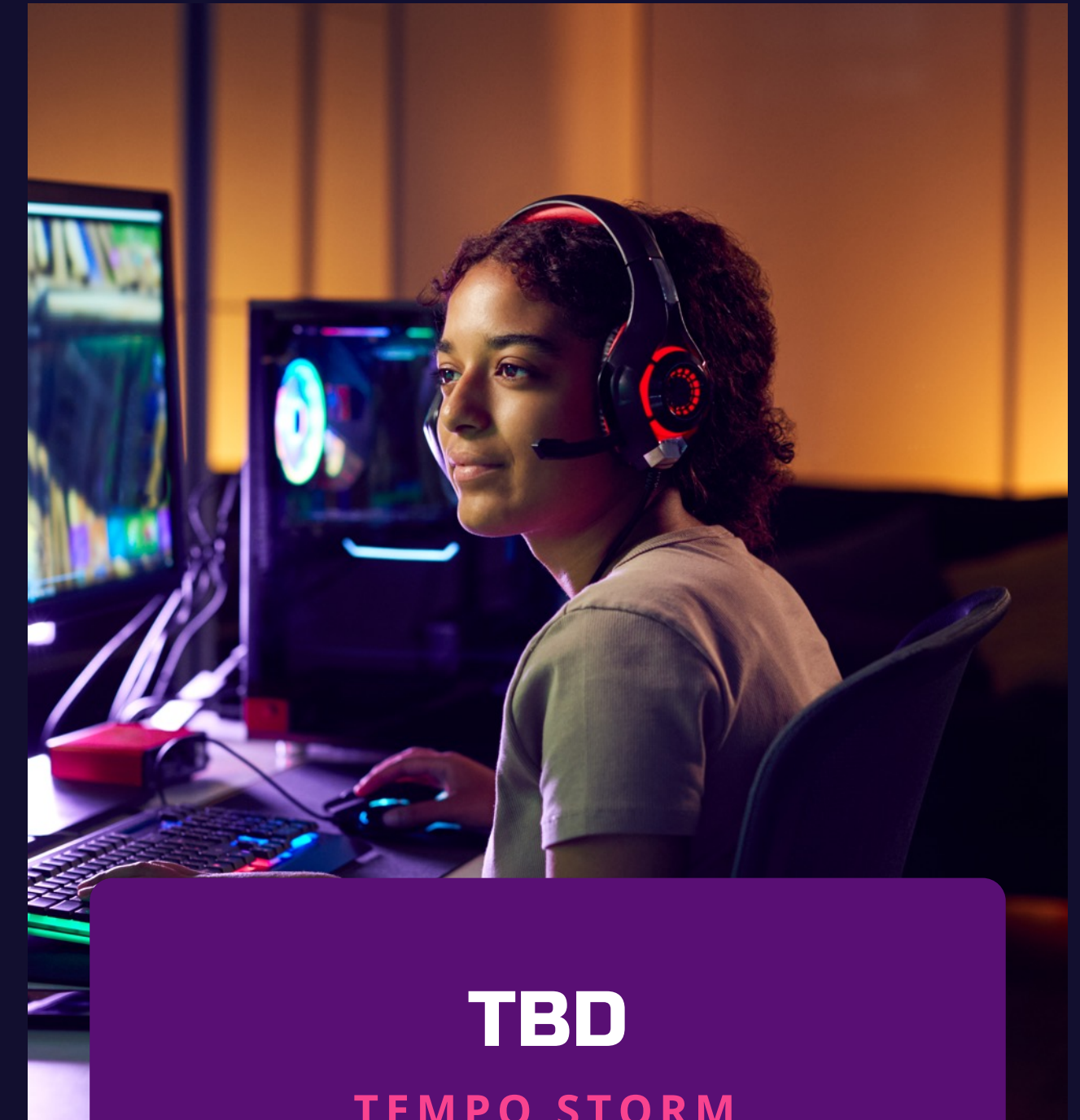
The worlds leading streaming talent coming together for World Wish day to raise money for The Make-A-Wish Foundation



**TBD**  
TEMPO STORM



**TBD**  
TEMPO STORM



**TBD**  
TEMPO STORM

BRAND INTEGRATIONS

# Sponsorship Opportunities

A unique opportunity to position your brand next to one of the most well known charities and emerging internet talent

**\$10,000**

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1 streamer posts

1 post by Make A Wish GLA

Paid media promotion

Logo on website & stream

Marketing Impact Report

**\$15,000**

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2 streamer posts

2 post by Make A Wish GLA

Paid media promotion

Logo on website

Premium placement in stream

Press release inclusion

Marketing Impact Report

**\$25,000**

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3 streamer posts

3 post by Make A Wish GLA

Paid media promotion

Logo on website

Premium placement in stream

Press release inclusion

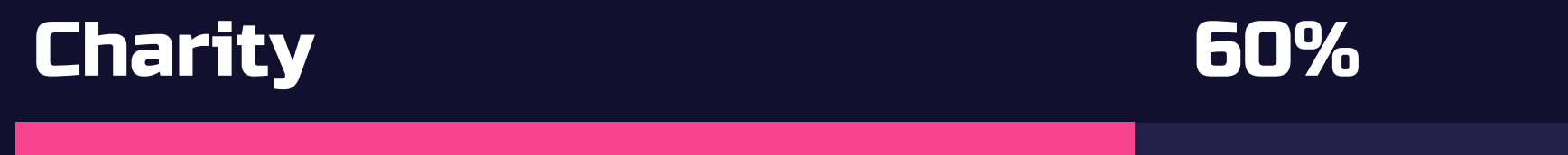
Custom viral content

Marketing Impact Report



# Sponsorships In Action

The majority of funds raised through sponsorships are donated directly to the charity





Make-A-Wish.  
**STREAM  
[FTW]**

GRANTING WISHES

**How You Can Impact  
A Wish**

  
**\$1,000**

  
**\$2,500**

  
**\$5,000**

Here is an example of your donations at work!

May Supply accessories  
for a room redo

Would provide airline  
travel for a wish family

Could fund a life-changing  
gaming computer wish



*\*Gifts made through this fundraising campaign are a gift to the entire Make-A-Wish® mission. The needs shown are symbolic of the common wish elements associated with each wish and are only representative of our many wish-granting activities. Gifts made will not actually be used to purchase the item or grant the wish described. All gifts will be pooled to meet the needs of Make-A-Wish.*



CONTACT US

## Get in Touch!

We appreciate your consideration and look forward to the opportunity of partnering in support Make-A-Wish.



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