

#GamersCare

A campaign to promote positive mental health for gamers.



INTENTA

Campaign Deck





GAME ON.

#GamersCare

2021

\$175 billion
global gaming market
larger than the music and
film industries combined

3 billion
gamers worldwide
99% of teenage boys and
94% of teenage girls play
video games*

*Out of the 227 million Americans

\$24 billion
global esports market
revenue grew 15.7% y/y in
2020

\$173 million
prize money awarded
in a single year (2019)

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GAMING WORLDS ARE REAL WORLDS

#GamersCare

Games are more than entertainment – they are social places to connect.

Within these digital spaces, gamers build relationships, form communities, and derive meaning and fulfillment.

During the Covid-19 pandemic, many students and young people have felt isolated, anxious and alone. This 'third space' has provided an accessible social environment in place of physical connection.

GAMING PROVIDES MANY BENEFITS

#GamersCare



GAMING CAN ALSO BE A PLACE OF STRESS

1 Toxicity and harassment

2 Judgment and stigmatization

3 Misunderstanding and conflict

4 Avoidance and escape

5 Excessive play and burnout

THE CAMPAIGN

Shine the spotlight on
mental health for
gamers

- 1 Promote the positive benefits of esports and recreational gaming.
- 2 Provide schools with resources to increase student gamer well-being.
- 3 Deliver strategies to help students achieve emotional balance.
- 4 Raise funding for grants and training for esports and gaming organizations.
- 5 Collaborate with organizations committed to gaming mental health.

CAMPAIGN TIMELINE

**A six-week campaign to
fundraise and drive
awareness of mental
health for gamers.**

Announcement:

Press release and social media content goes live about the campaign, including announcing the influencers, charities, sponsors and partners.

Pre-Launch Event:

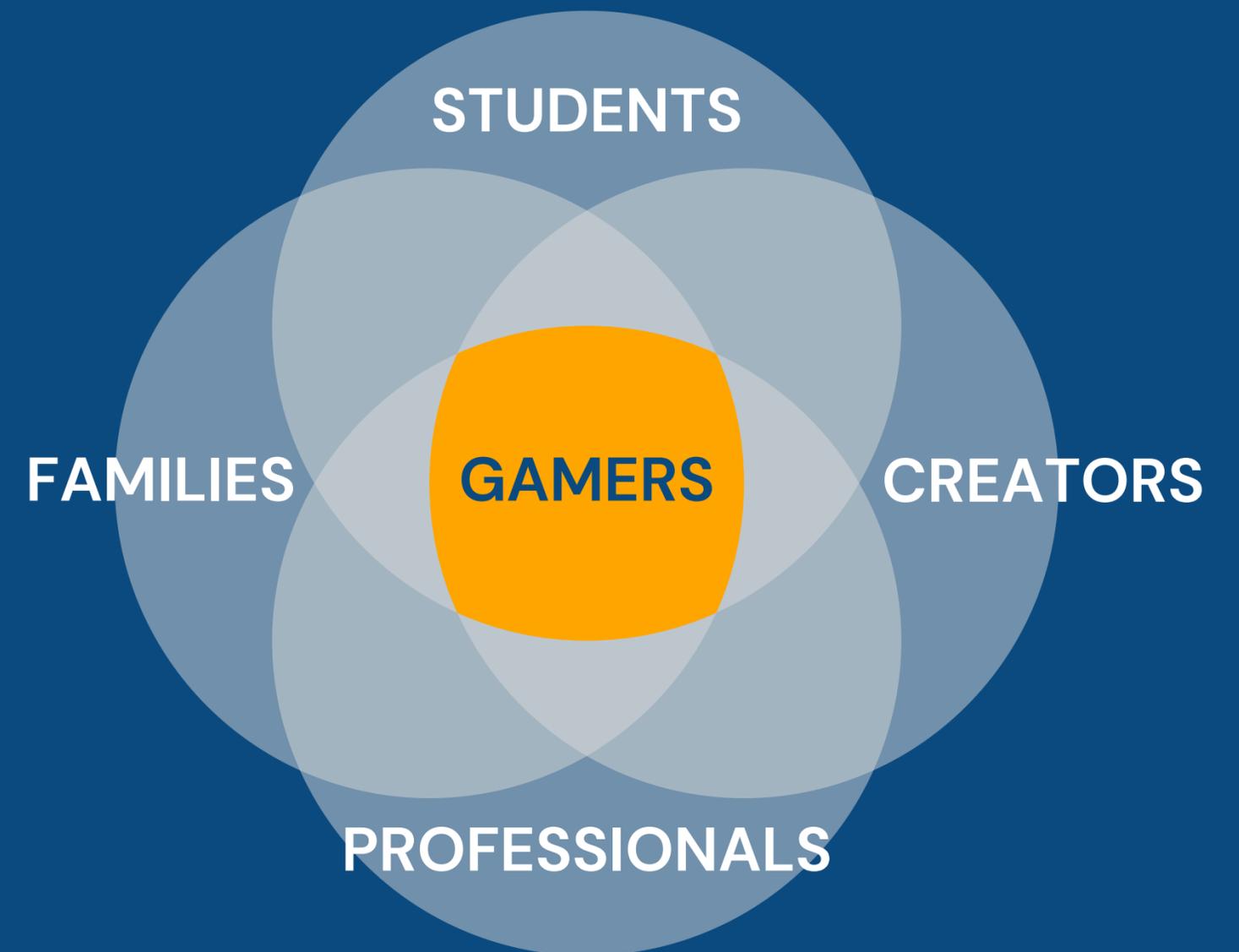
Social media campaign with teaser interviews from influencers on their excitement about the campaign and struggles with mental health, including stories of gamers who have benefited from mental health support.

Official Launch: #GamersCare Campaign

Press release with updated influencer list, sponsors, and media partners. Full six-week campaign content begins.

CAMPAIGN AUDIENCE

Key stakeholders for
#GamersCare



CAMPAIGN STRATEGY

The **#GamersCare** mental health campaign will:

#GamersCare

1 Increase community support

2 Reduce stigma about gaming

3 Raise awareness on mental health

4 Provide education, skills and tools



HEY CHAT! MENTAL HEALTH MATTERS

[#GamersCare](#)

Leverage the power of gaming celebrity to improve mental health.

High-profile streamers and esports professionals have influence to open the dialogue around player mental health.

Their superstar status as cultural icons can inspire players to develop and maintain healthy gaming habits and encourage an inclusive and supportive gaming culture.

CAMPAIGN PLAN

**To reach gamers, students,
families, creators and
professionals.**

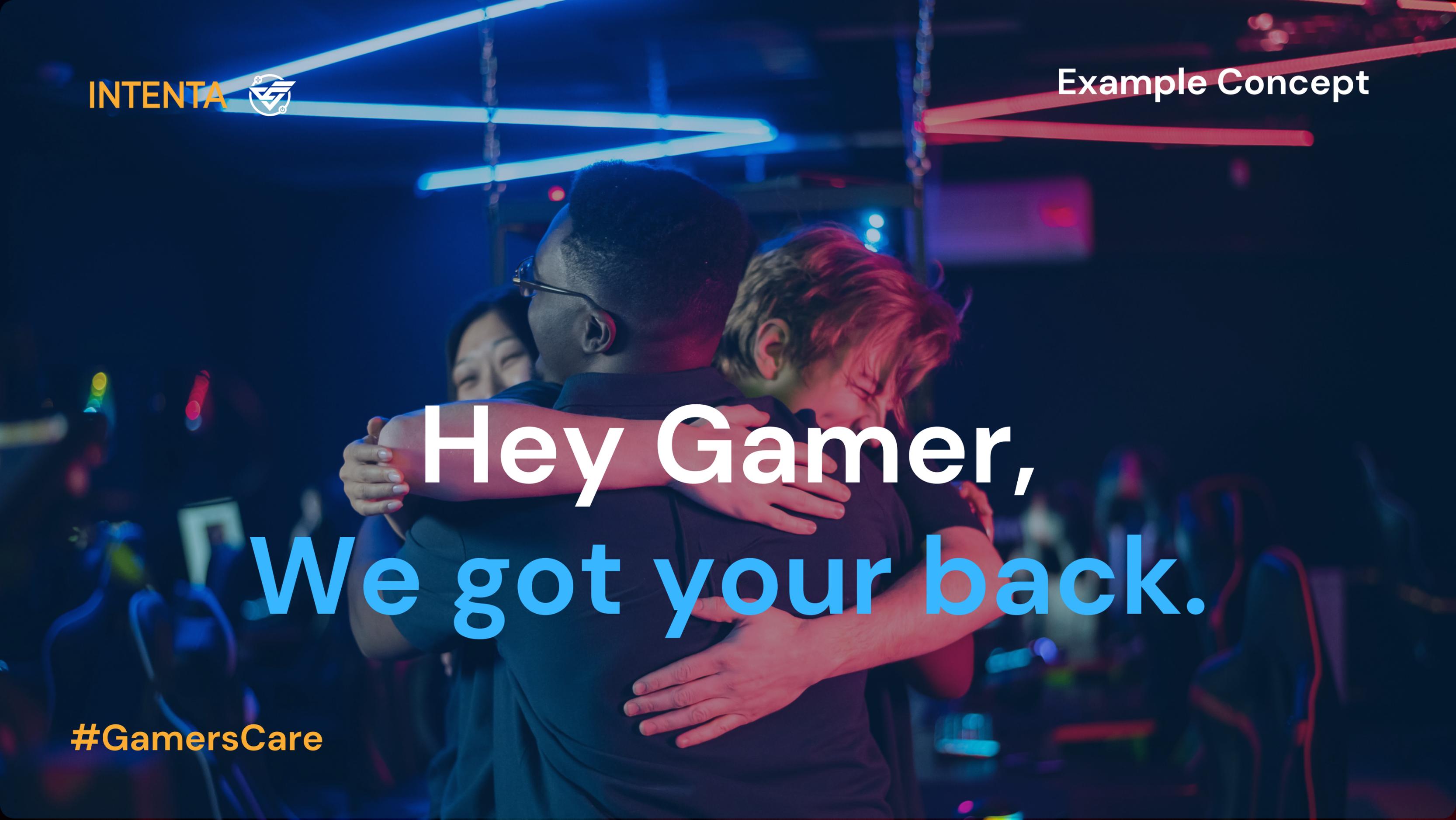
- ✔ Content including educational webinar series, charity fundraising livestreams, 'fireside' videos, extended infographics and articles.
- ✔ Promotional activities including paid ads on Facebook, Instagram and YouTube, email campaign, promotional videos, campaign landing page and media opportunities.
- ✔ Mental health resources including free mental wellness check ups and support pathways.

CAMPAIGN CONCEPTS

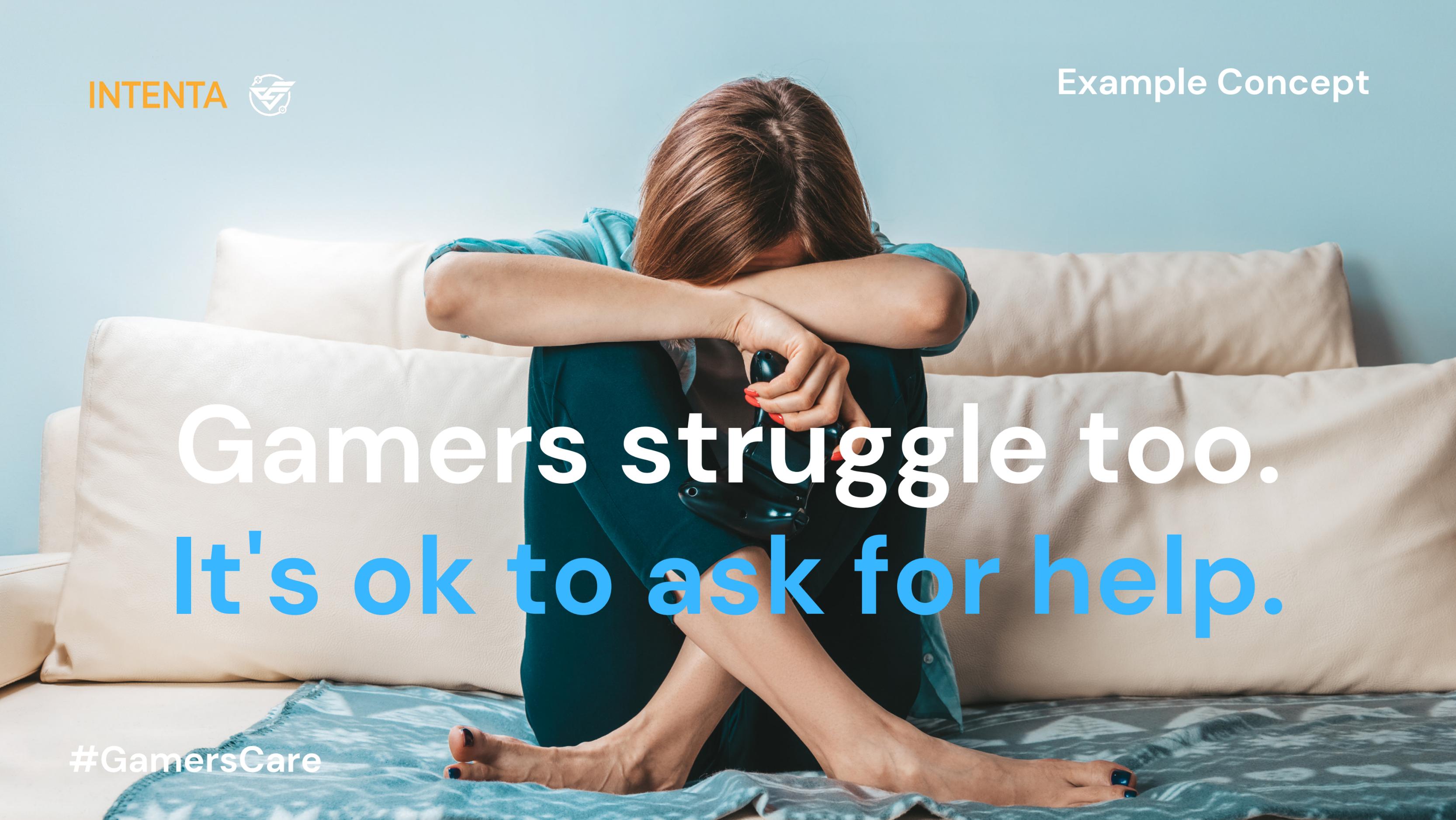
Gamers Care
About Gamers.

#GamersCare





Hey Gamer,
We got your back.



Gamers struggle too.
It's ok to ask for help.

INTERNATIONAL WOMAN'S DAY 2021

 @xbox_batsamm FOLLOW ...



The gaming community is incredibly supportive, never feel like you're on your own.

 @jessicas_arcade FOLLOW ...



It's a blessing to make so many friends across the world, going through similar struggles, but continuously supporting one another.

"It's a blessing to make so many friends across the world, going through similar struggles, but continuously supporting one another."

"The gaming community is incredibly supportive, never feel like you're on your own."

WHY IT WILL WORK

Gaming streamers are one of the most followed influencer type among teens.

Streamers and influencers are able to promote the campaign and fundraise on behalf of the [#GamersCare Fund](#).

Positioning the campaign in a cultural context will provide gamers and players with relevant and rich content to share with their communities, increasing the campaign's viral potential and global reach.



The video game community raised
\$966,700.37 to help make play
available for kids in hospitals.

GAMERS *FOR* GIVING



MARKSTROM

RAISED **\$44,000** FOR THE KIDS
AND NOW HAS TO GET FROSTED TIPS

**GAMERS
FOR
GIVING**

1

2

3

4



 **MarkstromTV**

GAMERS CARE FUND

**Increase access, training
and affordability of
mental health care for
gamers and kids.**

**Funds raised will directly support
Partner Charities working to benefit
the well-being of gamers:**

- ✔ Empowering diversity, inclusivity and underrepresented people of the global population.
- ✔ Increasing access to technology and financial assistance in low-income areas.
- ✔ Providing mentorship, career training and employment opportunities.
- ✔ Granting scholarship training for professionals, educators and families.
- ✔ Enabling free access to mental health care services.

All funding will be managed through the VEF and will support the missions of VEF and partner charities.

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#GamersCare Fund Coalition Charities



Varsity Esports Foundation (VEF) offers financial assistance to schools to provide a pipeline for students to reach their potential through Esports. Their donations are used to to increase literacy around the Esports industry's positive impact on healthy lifestyles, mental health, education programs, community and STEM.



NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.



Women in Games International (WIGI) works to normalize women in the global games industry by eliminating barriers and increasing access and opportunities for all. Donations enable WIGI to develop and administer such resources as advanced knowledge-sharing workshops, access to technology, professional development experiences, and actionable mentorship programs.



Queer Women in Esports is a non-profit dedicated to make competitive gaming more inclusive and equitable place for queer individuals. Their donations provide free educational resources, queer consulting services and scholarships.

SPONSORSHIP

Tiered sponsorship opportunities are available to align your brand to this mental health awareness campaign.

#GamersCare

- 1 Naming Sponsor – \$50,000
- 2 Gold Sponsor – \$30,000
- 3 Support Pathway Sponsor – \$15,000
- 4 Education Webinar Sponsor – \$15,000
- 5 Scholarship & Grants Sponsor – \$10,000
- 6 NFT Sponsor – \$10,000

SPONSOR BENEFITS

Increase the visibility of your brand and reach a global audience of over 10 million people.

- ✔ **Build authority and trust:** Improve your credibility by supporting a campaign that provides mental health advice, education and resources for gamers.
- ✔ **Expand your content strategy:** Fresh content that is valuable, informative and engaging will expand and enhance your content strategy.
- ✔ **Increase engagement:** As the campaign receives shares and comments, your brand will benefit from greater reach and social engagement.
- ✔ **Generate leads:** Brand exposure to a wider audience will increase website traffic and drive lead generation.
- ✔ **Boost SEO:** Increased inbound links and higher website traffic will improve your search engine rankings.

Naming Sponsor \$50,000

EXCLUSIVE BENEFIT:
**Sponsor's name will be
included in the campaign title.**

**Example: Gamers Care
Sponsored by: "Your Name Here"**

 Social media posts will include sponsor's name.

-  Logo and recognition on four promotional videos and four extended infographics.
-  15 second video at start of four promotional videos.
-  Logo, recognition and interviews on fire side chat videos.
-  Logo and recognition on all influencer live fundraising streams.
-  Logo and recognition on scholarship training & grants.
-  Logo and recognition on paid advertisement.
-  Pre and Post Press Release recognition.
-  Logo and recognition on Gamers Care campaign page.
-  Guest blog post and additional joint podcast opportunity.

Gold Sponsor \$30,000

EXCLUSIVE BENEFITS:

Sponsor's name and logo will be included in all marketing materials as follows:

Example: Sponsored by: "Your Name Here"

- ✔ Logo and recognition on Gamers Care campaign page.
- ✔ 15 second video at start of fire side chat videos.
- ✔ Logo and recognition on fire side chat videos.
- ✔ Sponsor is interviewed on 2 fire side chat video.
- ✔ Logo and recognition on one influencer live fundraising stream.
- ✔ Logo and recognition on scholarship training & grants.
- ✔ Pre and Post Press Release recognition.
- ✔ Guest blog post and additional joint podcast opportunity.
- ✔ 10 social media posts will include sponsor's name.

Support Pathway Sponsor \$15,000

EXCLUSIVE BENEFITS:

Sponsor's name and logo will be included in all marketing and promotion as the support pathway for the campaign.

Example: Support Pathway
Sponsor: "Your Name Here"

- ✔ Logo and recognition on Gamers Care partners campaign page.
- ✔ Exclusive mental health landing page for lead generation.
- ✔ 15 second sponsor promotional video on mental health landing page.
- ✔ Logo and recognition on fire side chat videos.
- ✔ Sponsor is interviewed on 1 fire side chat videos.
- ✔ 5 social media posts will include sponsor's name and logo.
- ✔ Pre and Post Press Release recognition.

Education Webinar Sponsor \$15,000

EXCLUSIVE BENEFITS:

Sponsor's name and logo will be included in all marketing and promotion of the college and school webinar series.

**Example: College Showcase
Sponsor: "Your Name Here"**

 Reach 10,000 schools and 200 colleges.

-  Logo and recognition on Gamers Care partners campaign page.
-  Logo and recognition on education webinars to schools and colleges.
-  Exclusive education webinar landing page.
-  15 second sponsor promotional video at start of webinar series.
-  Logo and recognition on email to schools and colleges.
-  5 social media posts will include sponsor's name and logo.
-  Pre and Post Press Release recognition.

Scholarship & Grants Sponsor \$10,000

EXCLUSIVE BENEFITS:

Sponsor's name and logo will be included in all promotion of the scholarship & grants.

Example: Scholarship & Grants
Sponsor: "Your Name Here"

- ✓ Logo and recognition on Gamers Care partners campaign page.
- ✓ Logo and recognition on scholarship training & grants landing page with 15 second sponsor promotional video.
- ✓ Logo and recognition on email to recipients of scholarship & grants.
- ✓ Logo and recognition on education webinars to schools and colleges.
- ✓ 5 social media posts will include sponsor's name and logo.
- ✓ Pre and Post Press Release recognition.

NFT Sponsor \$10,000

EXCLUSIVE BENEFITS:

Sponsor's name and logo will be included in webinar entry collectible shared to all webinar participants.

Example: Sponsored by: "Your Name Here"

- ✔ Logo and recognition on Gamers Care partners campaign page.
- ✔ Logo and recognition on webinars and emails to schools and colleges.
- ✔ Logo and recognition on NFTs shared with each webinar participant (Reach over 100,000).
- ✔ Logo, recognition and 15 second sponsor video on exclusive NFT landing page.
- ✔ 5 social media posts will include sponsor's name and logo.
- ✔ Pre and Post Press Release recognition.

Participating influencers will agree to a video greeting to be used as a digital customized NFT collectible that participants can keep in their crypto wallets. Influencers, and webinar participants are encouraged to share their NFT on their social media accounts.



INTENTA

#GamersCare

Shining the spotlight on mental health for gamers.

For more information, contact:

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INTENTA

INTENTA is a leading training platform on mental health for gamers.

They envision a world where the 3 billion gamers can avoid the risks and enjoy the benefits of esports and recreational gaming.

www.intenta.digital



The Varsity Esports Foundation (VEF) offers grants, scholarships and STEM education to gamers.

Their esports curriculum has driven an increase of 1.7 in GPA for club participants.

www.varsityesportsfoundation.org