



FINAL SPONSORSHIP PROPOSAL

TURN GAME DAY INTO A BIG WIN FOR KIDS.

Prepared exclusively for Orlando Health

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CONFIDENTIAL CONCEPT PROPOSAL • JULY 2026





MEET LOOT FOR LIFE

A proposed annual charity gaming event where competition, community, and giving combine to support local children’s healthcare.

PROPOSED LAUNCH

NOV. 7

2026 • Full Sail University

HOME BASE

THE FORTRESS

11,200 sq. ft. • 500+ spectators

CORE GOAL

\$10K

fundraising target



OUR EVENT DNA

COMPETITION

FREE PLAY

GIVING

PERCEPTION

Energetic • inclusive • community-centered • purpose-driven

The Fortress provides space for more than 500 spectators, while Extra Life demonstrates how gaming can mobilize support for children’s hospitals (Extra Life, n.d.; Full Sail University, 2026).



THE COMMUNITY ORLANDO HEALTH WANTS TO REACH

CORE AGE

16–35

students, young adults + young families

LOCAL PULL

CENTRAL FLORIDA

a community-first event with regional relevance

MINDSET

DIGITAL + SOCIAL

gaming-native fans who share, stream and participate

VALUES

PURPOSE-DRIVEN

competition becomes a reason to give back

THE REACH STACK

500+

IN-PERSON

15K+

PROJECTED DIGITAL

8+

CREATOR / PARTNER VOICES

1

LOCAL CAUSE

Projected reach will be finalized with confirmed talent, media partners, and paid support.



ORLANDO HEALTH IS THE RIGHT PLAYER TWO

Community health + local impact

Orlando Health already invests in partnerships that improve quality of life across Central Florida. Loot for Life turns that commitment into a participatory gaming experience.



LOCAL

Funds and attention stay connected to children’s care.

ACTIVE

The brand helps fans move, recharge, learn and give.

VISIBLE

Naming rights live across the event, stream and content.

MEASURABLE

QR scans, donations, reach and sentiment create a scorecard.

FROM VENUE PRESENCE TO FAN PARTICIPATION

Orlando Health already holds naming visibility at The Fortress. Loot for Life extends that relationship into wellness, fundraising, content, and direct community engagement.

Orlando Health’s community priorities include quality of life, health and safety, and economic prosperity (Orlando Health, n.d.-c).



YOUR OBJECTIVES. OUR GAME PLAN.

01

BUILD LOCAL GOODWILL

Own the event mission and connect the brand to children’s health.

TITLE RIGHTS

02

REACH YOUNGER FANS

Show up inside the content, challenges and creator moments they choose.

CREATOR CONTENT

03

MAKE HEALTH PLAYABLE

Translate hydration, movement, recovery and teamwork into game-day action.

3 ACTIVATIONS

04

PROVE THE IMPACT

Deliver a post-event recap with participation, media and fundraising results.

SPONSOR SCOREBOARD



ORLANDO HEALTH OWNS THE TOP SPOT

RECOMMENDED

VICTORY ROYALE

\$15,000

Exclusive title partnership

Loot for Life presented by Orlando Health



THE LOOT DROP

Naming rights • healthcare category exclusivity • three activation platforms • stream + social integration • hospitality • post-event impact report



THE \$18,800 VALUE STACK

NAMING + EXCLUSIVITY	Title rights • healthcare category exclusivity • event identity	\$7,500
MEDIA + DIGITAL	Social • email • livestream • creator mentions • impact content	\$6,550
ACTIVATION RIGHTS	Ownership of Power-Up, Respawn Lounge + Hero Queue	\$3,500
HOSPITALITY + ACCESS	VIP seating • credentials • creator and community moments	\$1,250
TOTAL FAIR MARKET VALUE		\$18,800

A \$15,000 rights fee delivers approximately \$1.25 in estimated value for every \$1 invested.

Valuation methodology: replacement cost + market comparison + strategic-rights premium.



A CLEAN ONE-YEAR COMMITMENT

SPONSORSHIP FEE \$15,000 cash partnership	TERM 12 MONTHS Sep. 1, 2026–Aug. 31, 2027	PAYMENT 50 / 50 signing + 30 days pre-event	RENEWAL FIRST LOOK right of first renewal for 2027
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OPTIONAL ACTIVATION EXECUTION BUDGET

\$6,500

Separate from the rights fee. Covers fabrication, technology, prizes, staffing and content support across all three activations.

Healthcare category exclusivity applies during the contract term and within the agreed event footprint.



THREE ACTIVATIONS. ONE CONNECTED JOURNEY.

Orlando Health does more than appear at the event. The brand gives fans three different reasons to participate, stay longer, share the experience, and support the cause.

01



POWER-UP

PARTICIPATE

Turn wellness challenges and QR actions into visible fundraising progress.

MEASURE Scans • completions • donations

02



RESPAWN

RECHARGE

Give players a useful wellness destination between matches.

MEASURE Visits • dwell time • content

03



HERO QUEUE

CELEBRATE

Reward top fundraisers with creator access and a live esports moment.

MEASURE Entries • reach • sentiment

PARTICIPATE ➔ RECHARGE ➔ CELEBRATE ➔ REMEMBER ORLANDO HEALTH



ORLANDO HEALTH POWER-UP FOR KIDS



OBJECTIVE

TURN ACTION INTO IMPACT.

Every completed challenge, QR action, and donation fills a live health bar toward the \$10,000 goal.

- 01 PLAY a wellness challenge
- 02 SCAN the branded QR code
- 03 POWER UP the live goal
- 04 UNLOCK rewards + impact

ORLANDO HEALTH OWNS

Challenge naming • health bar • QR journey • milestone rewards

SPONSOR RETURN

Participation • qualified scans • donations • creator content



THE ORLANDO HEALTH RESPAWN LOUNGE



OBJECTIVE

**RESET.
RECHARGE.
RESPAWN.**

A useful wellness destination where players hydrate, stretch, test reaction time, and learn healthier gaming habits.

HYDRATE

STRETCH

REACT

ORLANDO HEALTH OWNS

Lounge identity • wellness stations • photo moment • health tips

SPONSOR RETURN

Dwell time • education • visits • shareable content



THE ORLANDO HEALTH HERO QUEUE

OBJECTIVE

FUNDRAISE. QUALIFY.
TAKE THE STAGE.

Hero Queue is a six-player, 3v3 exhibition match that turns fundraising performance into a VIP esports reward.

HOW FANS QUALIFY

\$100 fundraising minimum to enter

TOP 2 fundraisers automatically advance

1 WILD CARD drawn from remaining qualifiers

THE 3V3 MATCHUP

COMMUNITY HEROES

Top 2 fundraisers + wild card

ORLANDO HEALTH ALL-STARS

Creator + Orlando Health rep + Armada player



ORLANDO HEALTH OWNS

Hero Queue naming • qualifier reveal • stage recognition • prize presentation

SPONSOR RETURN

Fundraising motivation • creator reach • sentiment • earned content



THE STORY RUNS BEFORE, DURING + AFTER

PRE-GAME

4-6 WEEKS

Partner reveal • creator teasers • challenge sign-ups • employee/community invitation

LIVE EVENT

GAME DAY

Stream integration • activation content • donation milestones • Hero Queue exhibition

POST-GAME

WITHIN 30 DAYS

Impact recap • highlight reel • sponsor scoreboard • renewal conversation

ORLANDO HEALTH IS PRESENT FOR THE BUILD-UP, THE BIG MOMENT AND THE PROOF.



SUCCESS HAS A TARGET + A TRACKING PLAN

500

ATTENDEES

Registration + venue counts

15K

DIGITAL IMPRESSIONS

Platform and stream analytics

\$10K

FUNDS RAISED

Extra Life campaign dashboard

150

ACTIVATION VISITS

Lounge + challenge check-ins

100

QUALIFIED QR ACTIONS

Unique scan and form analytics

75%

POSITIVE SENTIMENT

Post-event sponsor survey

LAUNCH TARGETS

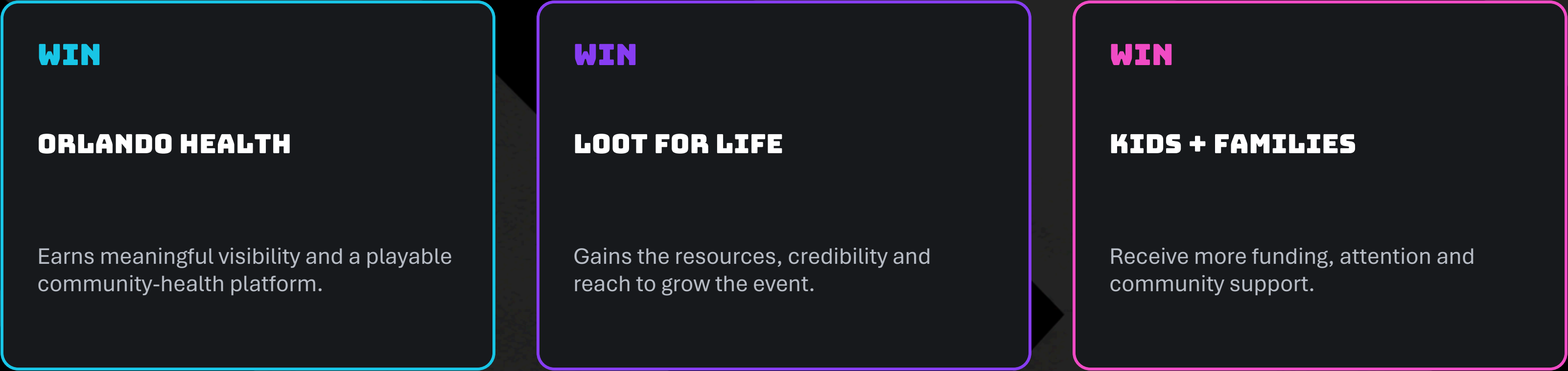
Final benchmarks will be confirmed during sponsor onboarding and activation planning.

30-DAY IMPACT RECAP

Results • visuals • content links • lessons learned • renewal recommendations



THIS PARTNERSHIP LEVELS UP EVERYONE



THE DECISION

Approve the \$15,000 one-year Victory Royale partnership and designate an Orlando Health lead for activation planning.

NEXT QUEST

- 1 • CONFIRM RIGHTS
- 2 • APPROVE CALENDAR
- 3 • LAUNCH TOGETHER



RESEARCH + PLANNING ASSUMPTIONS

Extra Life. (n.d.). About Extra Life. <https://www.extra-life.org/about>

Full Sail University. (2026, April 9). The Princeton Review dubs Full Sail a 2026 top game school. <https://www.fullsail.edu/about/full-sail-stories/the-princeton-review-dubs-full-sail-a-2026-top-game-school>

Kimball, K. (2026). Loot for Life sponsorship valuation model [Working paper].

Orlando Health. (n.d.-a). About us. <https://www.orlandohealth.com/about-us>

Orlando Health. (n.d.-b). Community benefit. <https://www.orlandohealth.com/about-us/community-involvement/community-benefit>

Orlando Health. (n.d.-c). Community sponsorship. <https://www.orlandohealth.com/about-us/community-involvement/community-sponsorship>

Concept status: proposed event, partnership, valuations, and performance targets. Final terms subject to sponsor and venue approval.