



TO:

Andrew J. Snyder
Chief Marketing and Communications Officer
Orlando Health

DATE:

18 January 2026

Dear Mr. Snyder

My name is Kellsai Kimball, and I am writing on behalf of Loot for Life, a student-led charity gaming event designed to bring gamers, creators, and community members together in support of Extra Life and children's hospitals. Loot for Life combines competitive gaming, interactive play, and live engagement to create a meaningful fundraising experience centered on youth health and community impact.

Loot for Life will be hosted at The Fortress and will engage college students, young professionals, and local gaming communities through organized tournaments, free-play zones, and live programming. Our audience is digitally native, socially engaged, and highly responsive to organizations that demonstrate authentic investment in community wellness, innovation, and social responsibility.

We are seeking monetary sponsorship support to help us reach our fundraising goal for Extra Life while delivering a high-quality event experience. Sponsorship contributions directly support event operations, participant engagement, and charitable donations that benefit children's healthcare initiatives. In recognition of this support, Orlando Health would receive prominent brand visibility through on-site signage, digital promotions, and live acknowledgments, reinforcing your organization's leadership in community health and youth advocacy.

Loot for Life presents Orlando Health with an opportunity to connect meaningfully with emerging generations while supporting a cause that closely aligns with your mission to improve the health and quality of life of the communities you serve. We would welcome the opportunity to discuss potential sponsorship levels or partnership opportunities that align with your marketing and community outreach objectives.

Thank you for your time and consideration. I would be happy to provide additional information or schedule a brief conversation at your convenience. I look forward to the possibility of working together to create a positive and lasting impact through Loot for Life.

Regards,

Kellsai Kimball

Kellsai Kimball

Event Organizer, Loot for Life

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SPONSORSHIP PACKAGE

November 7th, 2026

The Fortress at Full Sail University

LOOT FOR LIFE

EVENT SUMMARY



ABOUT LOOT FOR LIFE

Loot for Life is a student-led charity gaming initiative created to unite gamers, creators, and local communities in support of Extra Life and children's hospitals. Rooted in gaming culture and community engagement, Loot for Life leverages interactive play, competition, and shared purpose to transform entertainment into meaningful social impact.

The mission of Loot for Life is to create inclusive, high-energy gaming experiences that raise funds and awareness for children's healthcare while fostering positive, community-driven engagement among players and spectators. By blending philanthropy with modern gaming and esports culture, Loot for Life empowers participants to give back through the activities they are most passionate about.

VISION

Loot for Life was envisioned as more than a tournament. It is a community-focused event designed to bring people together through gaming while supporting a cause that directly impacts children and families in need. As a first-year event, Loot for Life is built with intentionality, accessibility, and long-term sustainability in mind.

The event will take place at The Fortress and feature a mix of competitive tournaments, free-play gaming zones, live entertainment, and interactive experiences. By combining structured competition with casual engagement opportunities, Loot for Life creates an environment that welcomes players of all skill levels while encouraging spectators and supporters to participate in the event atmosphere.

At its core, Loot for Life exists to bridge the gap between digital communities and real-world impact. The event aligns with the organizer's commitment to community management, inclusivity, and purpose-driven engagement, while supporting Extra Life's mission to improve children's healthcare through charitable gaming.

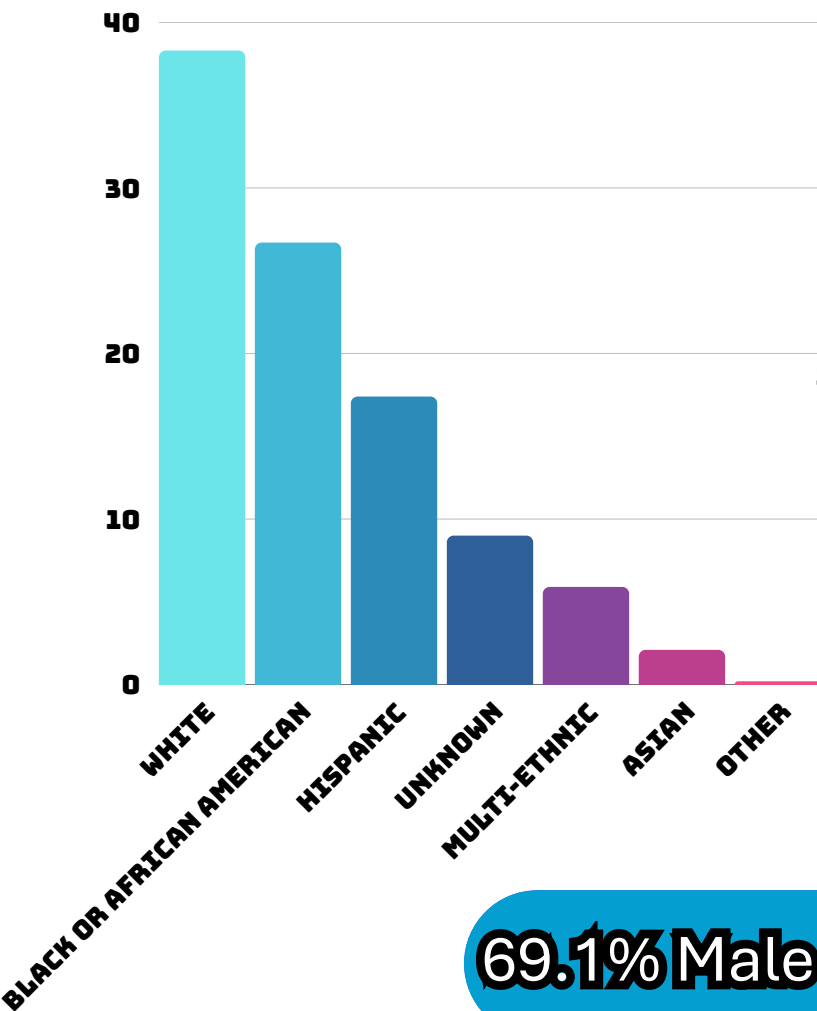
EVENT GOALS

- Loot for Life aims to raise a minimum of \$10,000 in charitable donations for Extra Life through player registration fees, direct donations, raffles, and sponsor contributions.
- The event seeks to provide an inclusive and engaging gaming experience that appeals to both competitive players and casual attendees.
- Loot for Life is designed to increase awareness of children's healthcare initiatives and the role gaming communities can play in supporting them.
- The event aims to establish a scalable foundation for future Loot for Life events, allowing for growth in attendance, fundraising, and community partnerships.
- Loot for Life strives to create positive brand exposure and meaningful engagement opportunities for sponsors aligned with community wellness, innovation, and youth-focused initiatives.

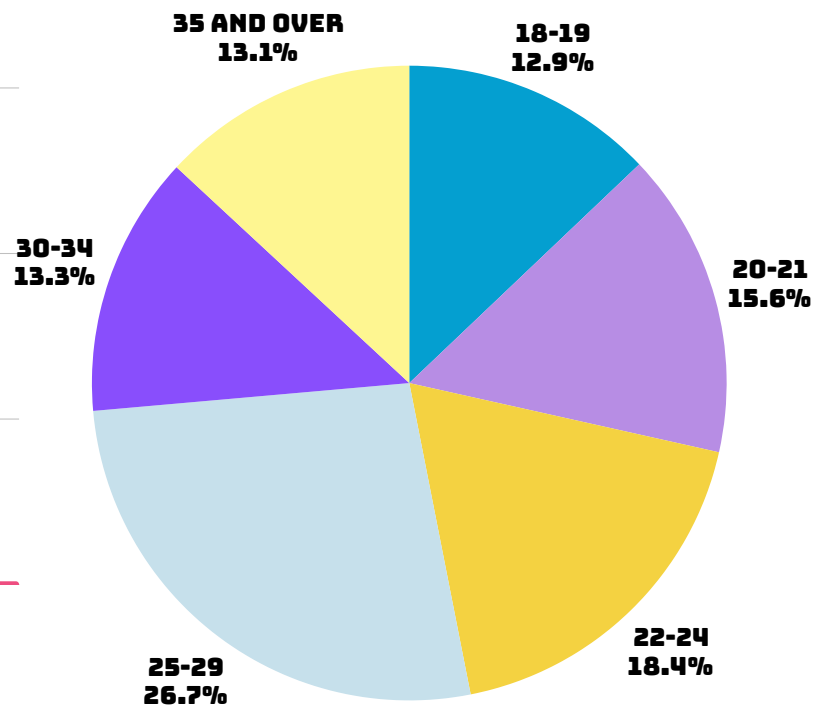
LOOT FOR LIFE EVENT OVERVIEW



FULL SAIL UNIVERSITY STUDENT RACIAL-ETHNIC DEMOGRAPHICS



AGE DIVERSITY OF FULL SAIL UNIVERSITY STUDENTS



69.1% Male 30.9% Female

Family Life-Cycle: Young, Single people

Occupation: Students

Education Level: High school diploma, College Student

LOOT FOR LIFE

SPONSORSHIP AT A GLANCE



	VICTORY ROYALE SPONSOR	LEGENDARY LOOT SPONSOR	EPIC DROP SPONSOR	RARE CHEST SPONSOR
Exclusive event naming rights				
Primary logo placement				
Award Presenter				
Dedicated verbal recognition				
Social media and website sponsor promotion				
opportunity to provide prizes for media/event promotions				
Opportunity to sell onsite				
Inclusion on promotional pieces				
Free access to event and free parking				
Exhibit space				

LOOT FOR LIFE

SPONSORSHIP DETAILS



VICTORY ROYALE SPONSOR

Exclusive Title Sponsor | One Available

The Victory Royale Sponsor is the premier partner of Loot for Life and receives exclusive title rights and maximum visibility throughout the event.

Expanded Benefits:

- **Exclusive Event Naming Rights:** The event will be referred to as Loot for Life presented by [Sponsor Name] across all marketing materials, digital promotions, and live announcements.
- **Primary Logo Placement:** Sponsor logo featured in the most prominent placement on all event collateral, including posters, flyers, signage, and digital assets.
- **Award Presenter Recognition:** Opportunity for a sponsor representative to present awards during the event, including verbal acknowledgment and on-stage visibility.
- **Dedicated Verbal Recognition:** Sponsor name acknowledged during opening remarks, key event moments, and closing announcements.
- **Social Media and Website Promotion:** Featured recognition across event social media platforms and event-related web pages as the primary sponsor.
- **Prize Contribution Opportunity:** Ability to provide branded or approved prizes for tournaments, raffles, or giveaways, increasing direct attendee interaction.
- **On-Site Sales Opportunity:** Permission to sell merchandise or promote services on-site, subject to venue and event guidelines.
- **Inclusion on Promotional Pieces:** Logo included on all major promotional materials distributed before and during the event.
- **Complimentary Event Access and Parking:** Free admission and parking for sponsor representatives.
- **Exhibit Space:** Dedicated exhibit or activation space at the event for brand engagement and visibility.

LEGENDARY LOOT SPONSOR

Premium Sponsorship Tier

Legendary Loot Sponsors receive strong brand exposure and meaningful recognition across event touchpoints.

Expanded Benefits:

- **Large Logo Placement:** Prominent logo placement on select promotional materials and signage.
- **Dedicated Verbal Recognition:** Sponsor acknowledgment during live event programming.
- **Social Media and Website Promotion:** Recognition across Loot for Life social media platforms and website listings.
- **Prize Contribution Opportunity:** Ability to provide prizes or promotional items for raffles or competitions.
- **On-Site Sales Opportunity:** Permission to sell merchandise or promote services on-site.
- **Inclusion on Promotional Pieces:** Logo included on shared promotional materials.
- **Complimentary Event Access and Parking:** Free admission and parking for sponsor representatives.
- **Exhibit Space:** Shared exhibit or display space at the event.

LOOT FOR LIFE

SPONSORSHIP DETAILS



EPIC DROP SPONSOR

Supporting Sponsorship Tier

Epic Drop Sponsors receive moderate exposure and recognition while supporting the success of Loot for Life.

Expanded Benefits:

- Logo Inclusion on Promotional Materials: Logo included on shared sponsor signage and select promotional assets.
- On-Site Sales Opportunity: Permission to sell merchandise or promote services on-site.
- Inclusion on Promotional Pieces: Logo placement on event materials featuring multiple sponsors.
- Complimentary Event Access and Parking: Free admission and parking for sponsor representatives.
- Exhibit Space: Shared exhibit or display space at the event.

RARE CHEST SPONSOR

Community Supporter Tier

Rare Chest Sponsors are recognized as contributors who help make Loot for Life possible.

Expanded Benefits:

- Logo Inclusion on Shared Sponsor Materials: Small logo placement on event signage featuring all sponsors.
- Complimentary Event Access and Parking: Free admission and parking for sponsor representatives.
- Exhibit Space: Shared exhibit or display space, as available.

NOTES FOR SPONSORS

- All sponsorship benefits are subject to final event logistics and venue guidelines.
- Sponsorship opportunities are limited by tier to preserve brand value and visibility.
- Custom sponsorship packages may be discussed upon request.

LOOT FOR LIFE

REFERENCES



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