

SPONSORSHIP VALUATION / ACTIVATION



DROP IN. GEAR UP. GIVE BACK.
LOOT FOR LIFE CHARITY TOURNAMENT 2026

PRESENTED BY KELLSAI KIMBALL

Recommended Victory Royale partnership: \$15,000





THE MISSION: TURN GAME DAY INTO A BIG WIN FOR KIDS

Loot for Life

A first-year charity gaming event designed to unite players, creators, students, and Central Florida partners in support of Extra Life and local children’s healthcare.

COMPETITION

FREE PLAY

GIVING

500

spectator capacity at The Fortress

\$10K

minimum charitable fundraising goal

16–35

core audience age range

NOV 7

2026 event date

SPONSORSHIP TYPE: CASH-BASED EXCLUSIVE TITLE PARTNER + HEALTHCARE CATEGORY EXCLUSIVITY + ACTIVATION RIGHTS

Orlando Health already supports community wellness and The Fortress. Loot for Life turns that connection into an interactive win for local kids.



HOW WE PRICED THE LOOT: MARKET SCAN + RISK CHECK

COMMUNITY FLOOR

FROM \$500

Local event title sponsorship

CAMPUS ACCESS

\$1.5K–\$3.5K

Student reach + visibility

PREMIUM ACTIVATION

\$1.25K–\$15K

Experiences, stages + exclusivity

THE COMPETITIVE SET

Central Florida charity events, collegiate esports tournaments, and gaming activations compete for the same sponsor budget. Loot for Life stands out through the Orlando Health Fortress, children’s-health alignment, and a participatory gaming experience.

SAMPLE VALUE CALCULATION

DIGITAL CAMPAIGN

10 CONTENT ASSETS × \$150
+ \$500 INTEGRATION PREMIUM
= \$2,000 FMV

REPLACEMENT COST + MARKET COMPS + STRATEGIC FIT – FIRST-YEAR RISK



WHAT IS INSIDE THE \$18,800 LOOT DROP?

RIGHTS

\$7,500

Naming rights, healthcare category exclusivity, activation presenting rights

MEDIA

\$6,550

Primary logo, digital campaign, stage screens, website and registration branding

EXPERIENCE

\$3,500

Activation footprint, award presentation, on-site sales and prize integration

ACCESS + PROOF

\$1,250

Hospitality, parking, post-event impact report

\$18,800

TOTAL FAIR-MARKET VALUE

Replacement cost + market comparison
+ strategic fit, exclusivity, and first-year risk





VICTORY ROYALE LOOT: RIGHTS + VISIBILITY

Asset	Delivery assumption	FMV
Exclusive event naming rights	“Loot for Life presented by Orlando Health” across campaign	\$4,000
Healthcare category exclusivity	No competing hospital or health-system sponsor	\$1,500
Primary logo placement	Top position on major print, digital, and venue collateral	\$1,800
Digital content campaign	8–10 posts/stories plus sponsor tags and calls to action	\$2,000
Stage and LED-screen visibility	Opening, breaks, finals, fundraising updates, closing	\$1,250
Website + registration branding	Sponsor presence at high-intent digital touchpoints	\$900
Email and Discord promotion	Direct community distribution before and after event	\$600

SUBTOTAL **\$12,050**

Values are planning estimates based on replacement cost, current sponsorship menus, exclusivity, expected reach, and first-year risk.



BONUS LOOT: ENGAGEMENT + ACCESS

Asset	Delivery assumption	FMV
Power-Up activation presenting rights	Exclusive co-branding of the featured participatory activation	\$2,000
Premium activation footprint	Dedicated, high-traffic branded space and engagement area	\$1,500
Award presenter opportunity	Representative presents awards with stage visibility	\$750
On-site sales or service promotion	Venue-approved direct interaction and lead generation	\$750
Prize and giveaway integration	Approved sponsor prizes incorporated into event programming	\$500
Hospitality and parking	10 admissions plus complimentary parking for representatives	\$500
Post-event impact report	Reach, engagement, scans, donations, leads, and media recap	\$750



SUBTOTAL **\$6,750**

The activation right is valued separately because it creates participation, data capture, content, and sponsor-owned storytelling beyond passive signage.



CHOOSE YOUR SPONSORSHIP LOADOUT

VICTORY ROYALE	LEGENDARY LOOT	EPIC DROP	RARE CHEST
TITLE PARTNER	PREMIUM PARTNER	ACTIVATION PARTNER	COMMUNITY SUPPORTER
\$15,000	\$7,500	\$3,500	\$1,500
\$18,800 VALUE	\$9,500 VALUE	\$4,500 VALUE	\$1,900 VALUE
25% BONUS VALUE	27% BONUS VALUE	29% BONUS VALUE	27% BONUS VALUE
1 AVAILABLE	2 AVAILABLE	4 AVAILABLE	8 AVAILABLE

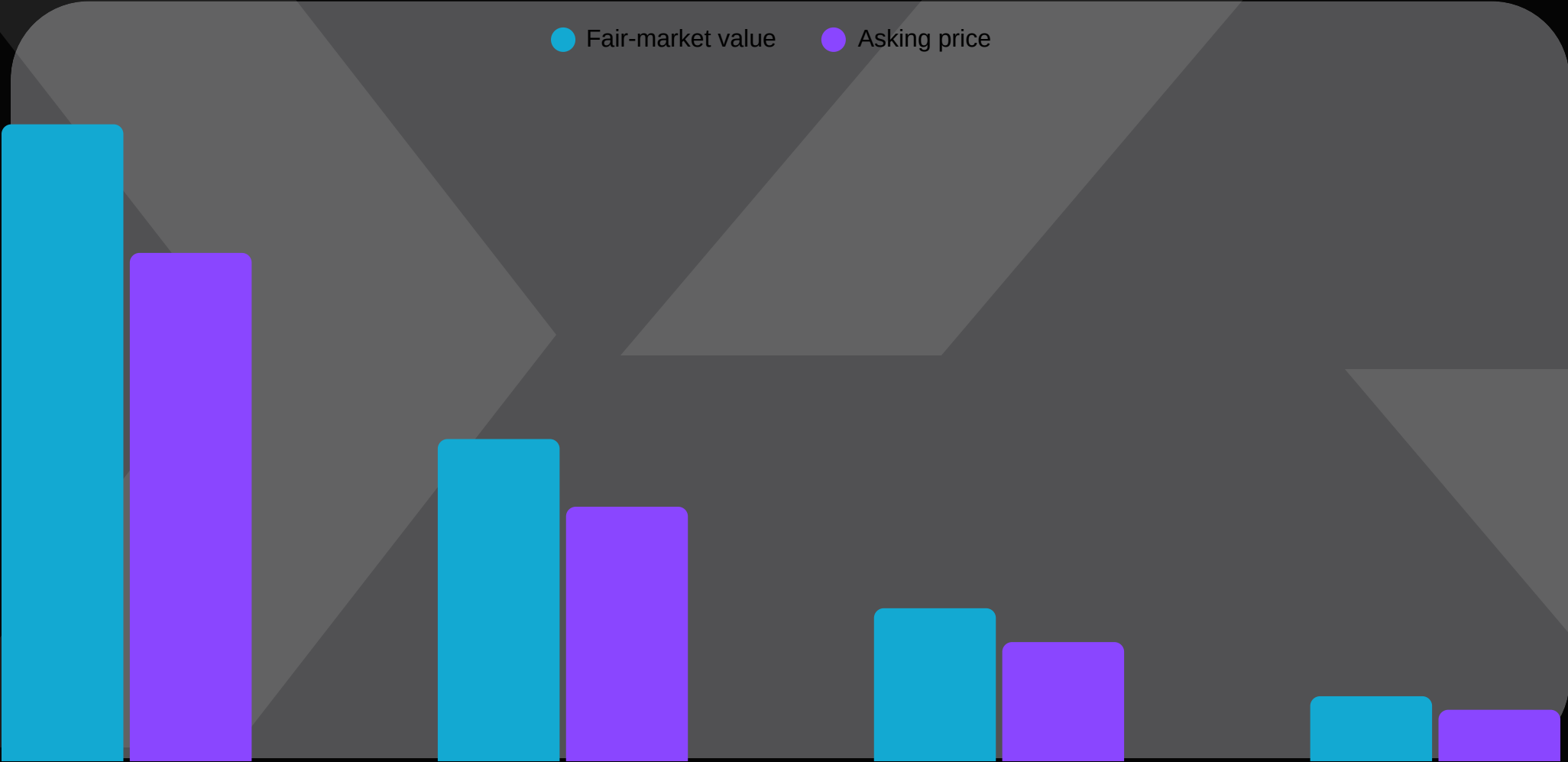
Every loadout is priced below its estimated fair-market value.



Value advantage = (FMV ÷ asking price) – 1. Higher tiers receive greater prominence, access, content volume, and exclusivity.



EVERY TIER COMES WITH BONUS VALUE



WHY THE DISCOUNT WORKS

- Rewards an early anchor partner
- Offsets limited historical attendance data
- Protects sponsor ROI while the property proves itself

Renewal pricing can increase after verified reach, attendance, and engagement results.





NEW QUEST UNLOCKED: ORLANDO HEALTH POWER-UP FOR KIDS

A cooperative fundraising challenge that turns every attendee action into visible progress toward better health for kids.

- 1

PLAY

Complete a featured gaming or wellness mini-challenge.
- 2

SCAN

Use a QR code to donate, pledge, or record participation.
- 3

POWER UP

Each verified action advances a live cooperative health bar.
- 4

SHARE

Attendees receive a co-branded result card for social posting.
- 5

UNLOCK

Milestones trigger sponsor-funded donation boosts or prizes.





VISUAL MOCK-UP

Gaming actions fill a live health bar toward the \$10,000 goal



Conceptual representation. Final brand standards, signage, QR destination, and production design are subject to approval.



ONE ACTIVATION. THREE WAYS TO WIN.

BEFORE

Build anticipation

Challenge teasers, sponsor-tagged countdowns, creator previews, and an early donation unlock.

LIVE

Convert attention

QR scans, challenge completions, lead capture, stage updates, milestone boosts, and visible community momentum.

AFTER

Prove impact

Recap video, final donation total, participant stories, sponsor thank-you content, and a performance report.

One activation supplies exposure, participation, data, social content, and community-impact proof.



THE SPONSOR SCOREBOARD

REACH

Campaign impressions, video views, website visits

ENGAGEMENT

Likes, shares, comments, saves, creator mentions

PARTICIPATION

Challenge completions, QR scans, booth interactions

CONVERSION

Donations, opt-ins, raffle entries, qualified leads

IMPACT

Funds raised, sponsor match unlocked, local beneficiary story

SENTIMENT

Post-event survey, sponsor recall, intent to engage

REPORTING COMMITMENT

Orlando Health receives a sponsor recap within 30 days, including results, screenshots, photos, content links, and recommendations for renewal.



WHAT DOES IT COST TO BUILD THE POWER-UP?

Activation expense	Estimated cost	Purpose
Creative, signage, and digital assets	\$1,500	Branded environment, QR signage, social templates
Live tracker and technical production	\$1,750	Health-bar display, data feed, testing, operator
Challenge stations and supplies	\$1,000	Participant interaction and accessibility
Content capture and recap editing	\$1,000	Sponsor-owned post-event storytelling
Prizes and milestone moments	\$750	Participation incentives and live energy
Contingency	\$500	Production changes and replacement materials
TOTAL ACTIVATION INVESTMENT	\$6,500	Funded from event resources, in-kind support, or sponsor activation budget

AUG AGREEMENT › SEP BUILD › OCT PROMOTE + TEST › NOV ACTIVATE › DEC REPORT + RENEW

The \$15,000 fee purchases sponsorship rights. The \$6,500 activation budget is a separate execution estimate.

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