

# GAMING FOR GOOD

**SPONSORSHIP OPPORTUNITIES  
APRIL 2021**

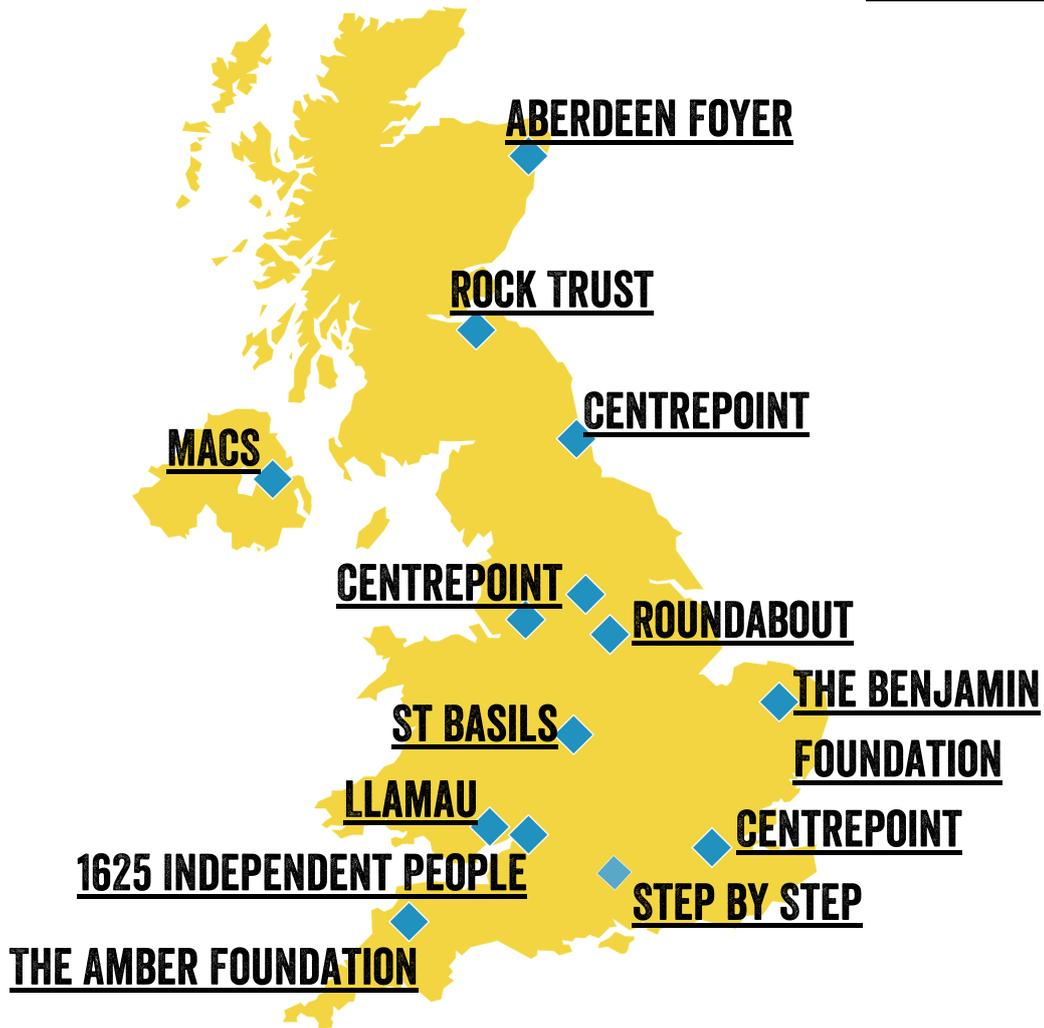
**[WWW.EYH.ORG.UK](http://WWW.EYH.ORG.UK)**

**#GAMEONTOEYH**

**END YOUTH  
HOMELESSNESS**

# END YOUTH HOMELESSNESS

**END YOUTH  
HOMELESSNESS**



**END YOUTH HOMELESSNESS (EYH) IS A NATIONAL MOVEMENT OF LOCAL CHARITIES THAT HAVE JOINED FORCES TO SOLVE THE UK YOUTH HOMELESSNESS CRISIS. TOGETHER OUR MEMBERS SUPPORT 30,000 YOUNG PEOPLE EACH YEAR.**

**WITH THIS EVENT, WE'RE ASKING THE PUBLIC TO COME TOGETHER AND JOIN OUR BATTLE TO END YOUTH HOMELESSNESS. FIND OUT MORE BY VISITING [EYH.ORG.UK](http://EYH.ORG.UK) OR SELECTING YOUR NEAREST MEMBER CHARITY ABOVE.**



The Benjamin Foundation



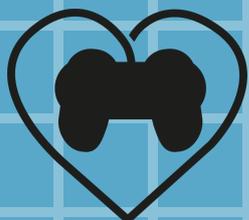
# GAMING FOR GOOD

End Youth Homelessness is excited to launch our first national gaming festival, bringing together gaming enthusiasts from across the country in a bid to level the playing field for homeless young people.

From 2nd to 18th April, we'll see top gamers live stream whilst encouraging donations from viewers, as well as playing it forward by getting friends and families to host their own, at-home Gaming for Good events.

Gamers will be challenged to raise a minimum of £121 to represent the 121,000 young people who faced homelessness in the UK last year.

Everyone who successfully reaches their target will get free entry into our exclusive prize draw and a chance to celebrate their hard work at our Thank You Event on Saturday 17th April.



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# SPONSORSHIP OPPORTUNITIES

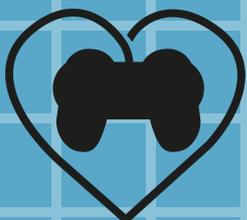
The fast-moving and reactive nature of gaming means it can be a tough industry to crack. The costly fees of advertising on sites such as Twitch, YouTube and Tik Tok alone can be daunting, not to mention the difficulty of getting an influencer to give you a shout out.

Gaming for Good is an event that will bring together hundreds of gamers, across a multitude of platforms from all across the UK. Every participant will receive communications and event materials from End Youth Homelessness as well as top gaming influencers.

This is your chance to reach this ever-growing community for a fraction of market rate whilst transforming the lives of the UK's most vulnerable young people. What better way to get in front of an already captive audience and promote your company and products?

We have a suite of exciting sponsorship opportunities for your brand. Here are just some of the benefits of getting involved:

- ◆ Logo, biography and a hyperlink on the Gaming for Good website
- ◆ Brand exposure
- ◆ Promotional opportunities for your business
- ◆ Media opportunities
- ◆ Social media engagement
- ◆ Engagement for your staff and customers
- ◆ Investing in the future of vulnerable young people
- ◆ Visits to our life-changing services



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## HEADLINE SPONSOR (1 AVAILABLE)



**Headline sponsor of the event**



**Naming rights of our closing Thank You event on the 17th April**



**Branding on all Gaming for Good promotional materials**



**Branding and advertising on all event emails to participants**



**Opportunities to give promotional offers to participants to encourage sales**



**Mentions in all national and local press releases,**



**Mentioned in 2 social media posts by our event influencer**



**Mentioned in at least 11 social media posts by EYH and its Member Charities, giving a reach of over 240,000**



**Mentioned by influencer during our Grand Finale gaming challenge**



**A visit to your local EYH services**



**Staff training on EYH youth homelessness**



**Opportunities for staff engagement in the event**

**£300**

Supports a young person to develop life skills, including practical cooking skills and teamwork, helping them in their journey to become independent adults.

**£1800**

Supports a young person out of homelessness and into their own home, providing them with the dedicated support they need to live independently.

## PRIZE DRAW SPONSOR

Our prize draw is going to be a central feature of the event, with every participant offered the chance to enter to win a number of fantastic prizes. This could be anything from a new console or game, vouchers, an experience or gaming merchandise, whatever you might be able to offer, someone would love to win it!

If you are not able to sponsor the whole raffle then you can donate individual prizes which will help to raise your brand awareness amongst our targeted audience of gamers whilst helping us to raise as much money as possible for young people facing homelessness.

For sponsorship of a prize/prizes, you will get:



Advertising on the event webpage



The opportunity to promote your company and products with gamers from across the UK



1 x promotional social media post from EYH and shared by its members, giving a reach of over 240,000



1 x thank you social media post from EYH and shared by its members, giving a reach of over 240,000.

**£47**

Provides a young person with an hour of 1:1 counselling or therapeutic support.

**£1200**

Provides a young person with the tailored support they need to get into a career pathway that will transform their future.

## LEVEL UP SPONSOR



**Branding and advertising on at least 1 event email to participants**



**Promotional opportunities for your products and services**



**Product vouchers sent to all event participants**



**Mentioned in at least 3 social media posts by EYH and its Member Charities, giving a reach of over 240,000**



**Opportunities for staff engagement in the event**

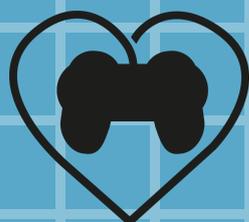
**£21.80**

Covers the cost of an AQA award, supporting a young person to re-engage with education and gain the qualifications needed to enter a sustainable career pathway.

**£1000**

Could help 50 young people stay connected online for a whole month so they can talk to friends and family, get support and pursue education and employment.

**SUPPORT HOMELESS YOUNG  
PEOPLE WHILST GAINING  
EXPOSURE FOR YOUR BRAND,  
PRODUCTS AND SERVICES.**



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# THE IMPACT OF YOUR SUPPORT

**By sponsoring this event, you'll be change the lives of homeless young people across the UK. Young people like Jess\*:**

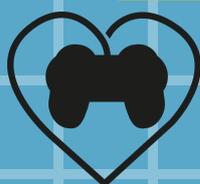
Tragically, after suffering long-term abuse at home by her family members, Jess found herself homeless at a young age. Although she was able to move in with her partner's family for a period of time and gain full-time employment, after the relationship broke down Jess once again found herself with nowhere to go.

For several months Jess anxiously 'sofa-surfed' at friends, and when there was no alternative she was forced to sleep rough in shop doorways. Amazingly, during her period of homelessness Jess was still able to maintain her full-time job. **"When I was sofa surfing I felt like nothing in my life at that time was secure, worrying about where I would go next."**

After much searching, Jess was finally found a suitable property to live and was able to save enough to pay the rent in advance, but was unable to move in as she could not afford the deposit required. From here, Jess turned to her local EYH Member charity for support. After completing an assessment with Jess, they were able to provide the landlord with a bond and, excitingly, Jess has now moved into the flat. Once she moved in, the home essential grant enabled Jess to buy kitchen appliances and a Hoover. She was also supported in buying a cooker and washing machine.

**The Rent Deposit Scheme has turned Jess' life around. She now lives much closer to work and has recently been promoted, which she is thrilled about.**

**"NOW I HAVE MY FLAT I FEEL SAFE AND THAT I'M GETTING MY LIFE BACK UNDER CONTROL, BIT BY BIT."**



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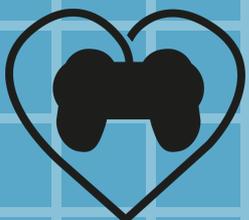
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**THANK YOU FOR SUPPORTING**

**GAMING FOR  
GOOD**

**WITH YOUR HELP IT'S GAME  
ON TO END YOUTH  
HOMELESSNESS**

**FOR MORE INFORMATION  
CONTACT: CHARLOTTE HARPER  
C.HARPER@EYH.ORG.UK**



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