LEUKEMIA & LYMPHOMA SOCIETY®

We heard you're trying to reach gamers.
And you're in urgent need to get (and retain) their attention and donations.

BUT GAMERS ARE BUSY GAMING.

And they're not unaware that marketers everywhere are increasingly fighting for their attention.[1]

It's not that gamers don't care about charitable causes. They actually care very much.[2] But they won't go out of their way to join *our* cause unless we demonstrate that we also care about *them*.

A good place to start: we know that gamers are an incredibly diverse, vibrant community with all kinds of interests and from all walks of life.[3]

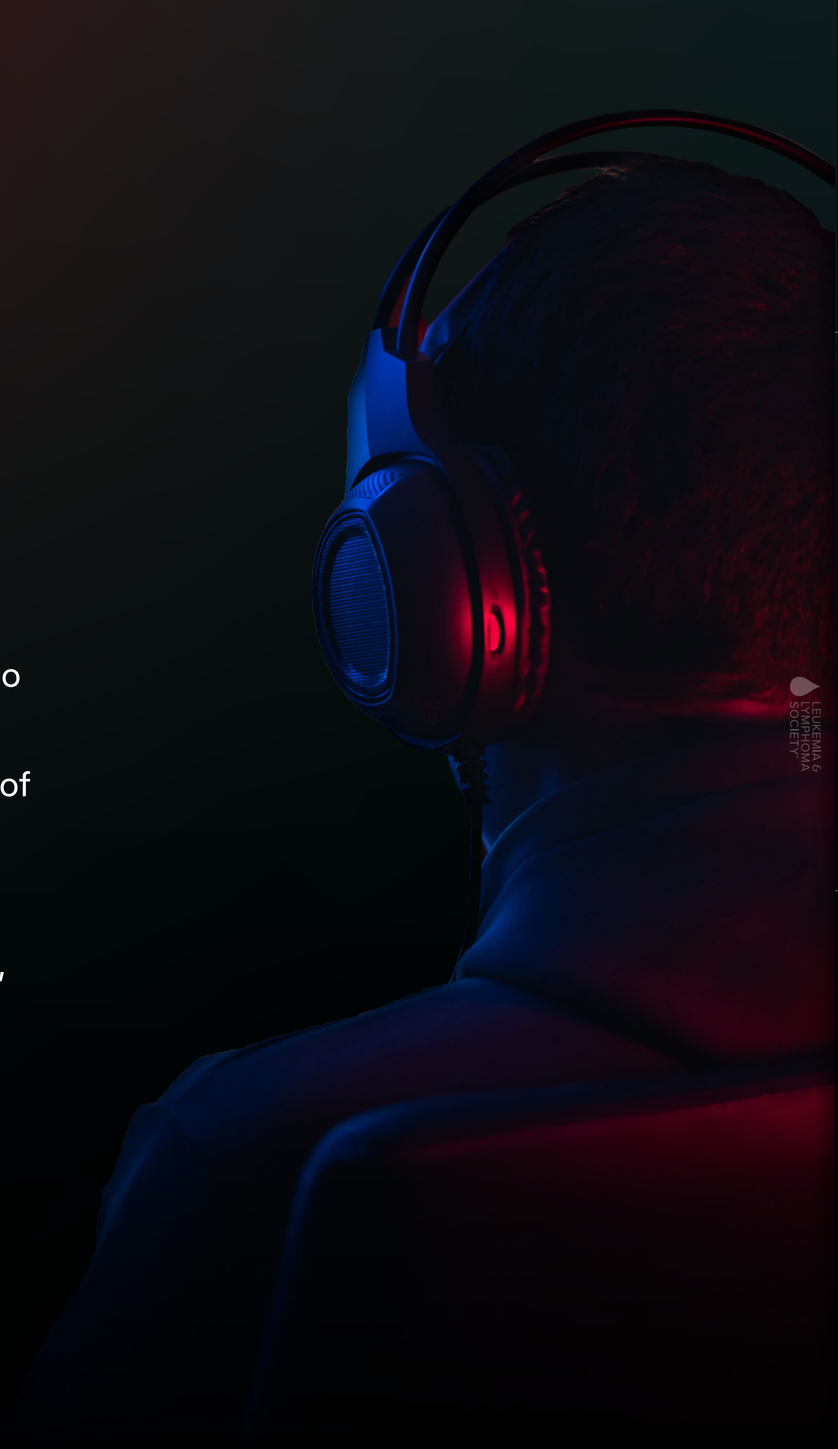
But, even amongst gamers, there's a smaller community that's gone pretty much unnoticed.

And in a world where people are increasingly eager to be authentically represented throughout culture, we have an opportunity to bring awareness to this unrecognized group within the gaming community.

To someone LLS is very much familiar with.

The patient.

BECAUSE CANCER PATIENTS ARE GAMERS TOO.[4]



GOALS

Rally $2MM+ in donations to LLS over the next two years.
Further position LLS as the leader of blood cancer research and treatment.
Solidify LLS as a true ally to gamers by embedding us deep into gaming culture.

APPROACH

Tie gaming to cancer by putting an unexpected face to the gamer.
First, by bringing the patient and hospital room to gamers.
And then, by bringing gaming into the hospital room.

INSIGHT

Because gamers love nothing more than gaming, we'll borrow equity from the one thing that real gamers hold most near and dear to their hearts...

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MEET THE RIG

More than just a computer or dedicated space to play, a gamer's rig is a sanctuary. The ultimate love letter to how and why they game.

A delicate interplay of components that makes your gaming experience uniquely yours.

And for blood cancer patients who game, their rig means even more: an escape from the misery of long hospital stays and treatments. A sense of normalcy during an existence that, well, doesn't feel very normal.

A rig is not just a gaming console you can pack into a box and cart around with you. Your rig is *yours*. And *your* rig is definitely not in your hospital room.

Even so, many patients have tried to rebuild their rig at their hospital bed, because they and their doctors know that gaming can greatly support the treatment experience.[5]

Since LLS provides personalized, one-on-one support for its blood cancer patients and its families–we can do even more to hyper-personalize their treatment experience.

And we'll do it with their hospital rig.



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LLS will provide custom rigs for blood cancer patients in hospitals to spotlight the underrepresented gamer patient population and elicit the help of the gaming community/industry to provide them with support.

LAUNCH

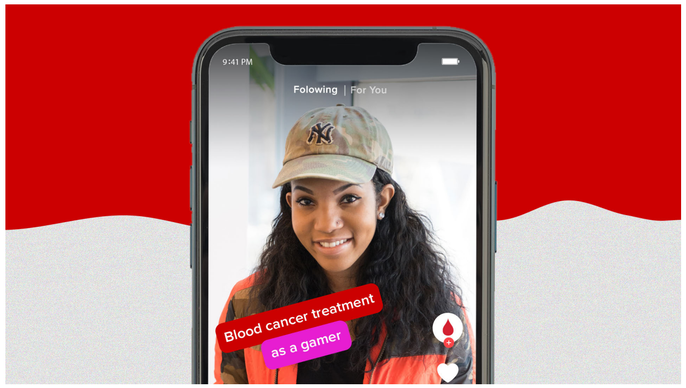
We'll first tie cancer to gaming by plastering the impactful visual of hospital gaming rigs throughout places gamers already are.



Digital/Influencers

WHEN GAMERS WATCH GAMERS

We'll identify Twitch influencers with a close connection to cancer and do a complete takeover of their streams. Streamers will talk about LLS and blood cancer and encourage donations using our #TILTCancer in-stream integration and a hospital room as their virtual backdrop. Our virtual backdrops will also be made available for non-partner streamers to use.



Social

WHEN GAMERS SCROLL THEIR FEEDS

On TikTok, we'll challenge current and former patients to post about their stories - focusing on what gaming and their rig have meant throughout their blood cancer journey. They'll encourage gamers to donate to LLS and share ways they can support our commitment to all blood cancer patients.



Experiential

WHEN GAMERS COME TOGETHER IRL

At a notable gaming conference like E3 or PAX, we'll capture con-goers and media's attention by taking over a booth space and recreating a hospital room with a gaming rig – right on the show floor. Our booth will explain our cause and encourage viewers at the conference and those following along at home to donate to LLS.

SUPPORTING RIGGING CANCER

SUSTAIN

We'll then work with the biggest names in gaming to bring real rigs to patients and hospital rooms across the country.

For Giving Tuesday, we'll invite brands to join and directly support our initiative by using a *Supporting Rigging Cancer* badge on select products in their stores. Brands will do a one-for-one donation of rig equipment with every product sold – directly supporting real gamer patients with the help of LLS.



ALIENWARE
intel
NVIDIA GEFORCE RTX
ASUS
EVGA
NZXT
SABRENT
G.SKILL
astro
CORSAIR
logitech

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PRESS

HOSPITAL ROOMS ARE POPPING UP ALL OVER TWITCH STREAMS IN THE NAME OF BLOOD CANCER RESEARCH

Polygon

BLOOD CANCER RESEARCH LEADER SHINES LIGHT ON PATIENTS WHO ARE ALSO GAMERS

USA TODAY

THE MOST SURPRISING BOOTH AT E3? A STUNT TO SUPPORT BLOOD CANCER RESEARCH

Forbes

HOOK UP YOUR RIG THIS GIVING TUESDAY TO DONATE DIRECTLY TO BLOOD CANCER RESEARCH

THE VERGE

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WHY IT WORKS

Taps into a human insight by bringing attention to a real patient experience

Increases awareness of LLS by meeting gamers where they already are, online and IRL

Creates a sense of urgency to donate among gamers by speaking their language

Strengthens an existing donation mechanism with #TILTCancer

Solidifies LLS as an authentic ally to the gaming community and proves LLS is an advocate for all blood cancer patients

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KPIs

$1MM+
in donations from digital, social, event tactics

$1MM+
in donations from Giving Tuesday activation

175M
earned media impressions across traditional and gaming verticals

100M
social reach from owned, influencer and paid

100+
rigs created for gamer patients in hospitals

BUDGET & TIMELINE

JUNE-OCTOBER
Twitch Partnership ($100K), Social ($50K), Gaming Conference Booth ($150K)
$300K

NOVEMBER
Giving Tuesday Activation
$100K

DECEMBER
Hospital Gaming Rigs Fulfillment
$100K

[1] https://www.thedrum.com/news/2021/09/23/video-game-advertising-up-17-2021
[2] https://www.cafonline.org/docs/default-source/about-us-publications/gamingsurveyinfographic_040117.pdf?sfvrsn=0
[3] https://resources.newzoo.com/hubfs/Reports/2021_Newzoo_Intel_DI_in_Gaming_Insights_Opportunities.pdf
[4] 2021 MRI-Simmons Spring Doublebase USA (7.5% of cancer patients identify as gamers = 100k+ patients)
[5] https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5441205/