



Anxiety  
G A M I N G

**GAME AGAINST**

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**DEPRESSION**

A Charity Gaming Event

# THE EVENT

Anxiety Gaming, a 501(c)3 dedicated to mental health, will be hosting a live gaming event May 21st and 22nd featuring:

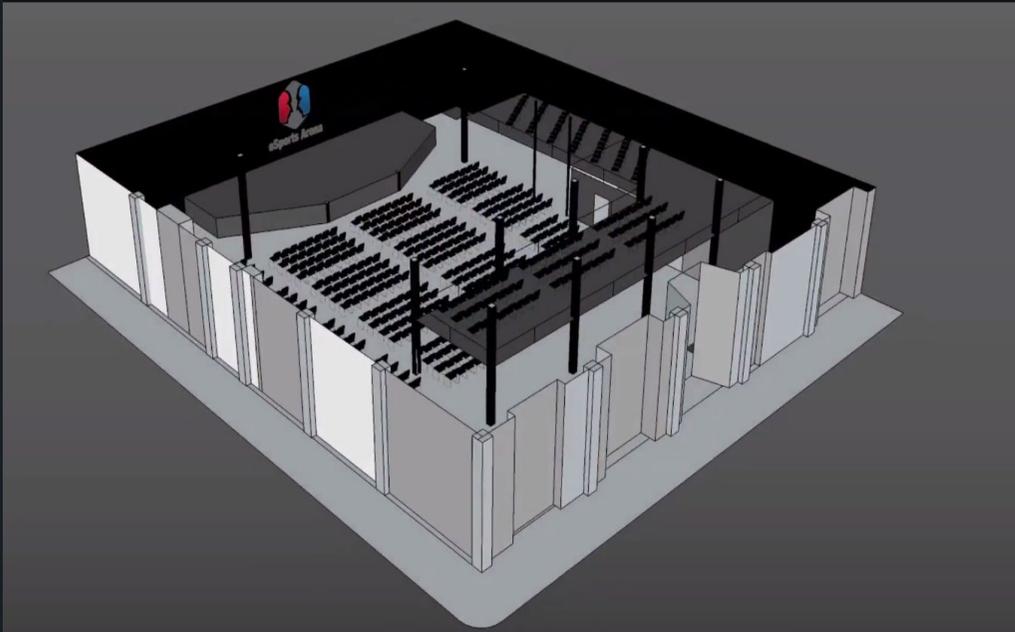
- +2,400 guests in attendance
- +Professional gamers with a reach in the millions on their social media pages
- +Celebrity guests
- +Live Twitch streaming to over 500,000 people
- +Gaming influencers and personalities
- +Corgis

This event will coincide with the third week of mental health awareness month and be supplemented with a 48 hour live stream on Twitch.tv

# LOCATION

## Esports Arena

Located in the heart of Orange County, CA  
State of the art facility specializing in  
live egaming events and Twitch streaming.  
Room for 1,200 guests.  
15,000 square feet.



# DEMOGRAPHICS



Male: 91%  
Female: 9%



<18: 24%  
18-24: 38%  
25-34: 23%  
35-44: 9%  
45-54: 5%  
55-64: 1%



Caucasian: 67%  
Hispanic: 14%  
Asian: 10%  
African American: 7%  
Other: 2%



Have Children: 38%  
No Children: 62%

This event's audience will be primarily males between the ages of 16-34. The majority of the viewers will be Caucasian with Hispanic non-white viewers being the second highest ethnicity viewership. This audience has a very large affinity for gaming, technology, computer software and science. They also have expendible income since most of them do not have children.

# THE CAUSE



2 out of 5 Suffer From Mental Health Issues



Seek Help

Don't Seek Help

Anxiety Gaming is a 501(c)3 dedicated to making therapy accessible to anybody struggling with mental health issues with a focus on the members of the gaming community. They do this by helping people find therapists in their area that fit their personalities and then negotiating on their behalf to get their weekly rates down to something that is affordable. If an applicant is not financially able to pay for their therapy, their grant program covers the costs completely.

# Sponsorship Levels

## **Present:**

\$25K

Top logo on all promotional event material, activation at the event, including promo items, volunteer shirts, step and repeat. Mentions by shoutcaster during the events and mentions throughout all social media platforms.

## **ACTIVATE:**

\$5-10K

Take over a game to be mentioned on Twitch and have and create an onsite presence at the venue.

## **AFFILIATE:**

\$1-2K

Logo presence on promotional materials, cross-branding, and VIP gifting.

Interested parties please contact Marlo Miller at [marlo@anxietygaming.com](mailto:marlo@anxietygaming.com)