

INTRODUCTION

Smash Out 2019 is the latest part of a series of yearly charity video game tournaments benefiting the local chapter of Extra Life. Our event is mainly focused on fighting games, specifically the Super Smash Brothers series, as well as additional games such as ARMS for the Nintendo Switch, Marvel Versus Capcom Infinite, and Guilty Gear Xrd Rev 2

Organized by **Danny Cohen** and **Nicholas Chiu**, this event is a means to bring together their two favorite activities: volunteerism and fighting games. Last year, we brought together **more than 300 people** who all had the same interests in common, and created one of the most memorable charity events in the Saint Louis region.

PLANS

This year, we aim to “smash out” childhood illness in Saint Louis by supporting the Saint Louis division of Extra Life. To do so, we’re going above and beyond last year’s goals. Instead of 3 double elimination brackets, we’re running 5, with all of the entry fees going to support Extra Life.

In addition to this, we’ll be raising funds through the following bonus activities:

- Video game free play area
- Silent auction
- Raffle
- Esports photography
- Live streaming
- Side event brackets



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GOALS

Last year, we set out to donate \$1,000 to the STL Foodbank in order to smash out hunger. Not only did we meet our goal, but we doubled it to over \$2,000 total. This year, we're setting out to raise \$4,000. However, we can't do this alone!

INITIAL BUDGET

Our need for a budget stems from the fact that running an event this large requires money to provide our tournament attendees with the supplies we need to put on the highest quality event possible. Our main budgetary concern is acquiring Nintendo Switch setups to ensure the free play area has more than enough Super Smash Brothers Ultimate stations. We plan to rent these through an external company to save on the overall cost. Additionally, we plan to compensate the travel fees of those individuals dedicating their time and live streaming equipment to assisting us in putting on this event. Finally, we have a small section of costs going to acquiring organizational supplies (tape, power strips, etc) and advertising (color flyers, FaceBook advertisements, etc).

This comprises our entire cost basis for the event, as we've done our hardest work possible to secure a full roster of volunteers, a venue, and a community of interested players, all for free. The budget provided comprises all our monetary needs, which have been sorted from their highest priority to their lowest priority.

BUDGET BREAKDOWN

EQUIPMENT 60%

TRAVEL 30%

MISC 10%

SPONSORSHIP TIERS

For supporting our charity event with the funds we need to be successful, we've prepared a set of structured sponsorship tier for you to choose what your preferred investment is. These tiers are our initial suggestions, but if you'd prefer a more personally tailored investment opportunity, please feel to reach out and we would be happy to negotiate!

SUPPORTING TIERS	\$100	\$150	\$200	\$250	\$300	OTHER
Logo on flyers/stream/website & featured link on website	✓	✓	✓	✓	✓	✓
Scripted stream shoutout		✓	✓	✓	✓	✓
On site advertisements (flags, personal flyers, signs)			✓	✓	✓	✓
On site advertisements (flags, personal flyers, signs)				✓	✓	✓
On site booth					✓	✓
Custom Options!						✓

MOVING FORWARD

If this sponsorship sounds interesting, please feel free to contact us either by phone or email to discuss it more at length! We're available for calls around 6pm each weekday and all day on the weekends. You'll find our contact information at the bottom of every page of this document!

We hope to hear from you soon, and thank you for reading!



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