

## POSITIONING

The Leukemia & Lymphoma Society (LLS) is the largest non-profit funder of blood cancer research that helps advance cures, transform treatments, and give a voice to patients and their families.

## CHALLENGE

LLS relies on donations, so we need to educate potential donors on the urgent need for LLS funding which will provide critical money for life-saving blood cancer research.

## TARGET AUDIENCE

PRIMARY: 16—35-year-old gaming enthusiasts who will spark LLS awareness and donations.

SECONDARY: Same-aged social media fanatics who will join and magnify LLS awareness and donations to their friends, family, and following.

## WHERE WE COME IN

Let's make LLS a well-known and commonly-partnered-with non-profit in the gaming community. By igniting the initiative to play for the cause and donate for the cure, **we will spread awareness and raise \$2M+ in donations for blood cancer research over the next 24 months.**

## CAMPAIGN IDEA

# BATTLE FOR BLOOD



**Nearly 1.5M Americans are living with blood cancer - and every 3 minutes someone's world is flipped upside down with a positive diagnosis.**



## EVERY THREE MINUTES

a blood cancer diagnosis flips someone's world upside down, disrupts their plans, and changes their future.

Video games provide a sense of simultaneous connection and escapism – but what if, even in the digital world, you can't escape the realities of blood cancer?

**Together, we will make LLS a prominent name across gamer culture. By teaming up to fund blood cancer research, we can help these diagnoses become less common.**



# FORTNITE x LLS

## PARTNER STRATEGY

In 2017, Fortnite burst into the gaming scene and in just one year, the player count sky-rocketed to 125M. But since, the game became a **worldwide phenomenon collecting 350M players by 2020.**

Fortnite can host live events, concerts, and more within the game but the most recent live concert pulled in **over 27.7M participating players.**

**Epic Games has made billions of dollars off of its free-to-play Fortnite: Battle Royale** game, but it's lagging behind other big companies when it comes to using **in-game items to help raise money for charity.**

The Washington Post

By Elise Favis

December 24, 2019

**Livestreams are the new telethons, and they're raising millions for charities**

Forbes

EDITORS' PICK | May 30, 2020, 09:00am EDT | 5,827 views

**Where Are Fortnite's Charity Skins?**



# LLS PARTNERS WITH EPIC GAMES TO FIGHT BLOOD CANCER

Based on the recently released *Fortnite: Battle Royale Chapter 3 - Flipped*, we will show how a positive blood cancer diagnosis can flip someone's world upside down.

## FRAMEWORK

LAUNCH

1

**Takeover Fortnite: Battle Royale** for season 3 to change the game and cause a shock for gamers and viewers.

FUNDRAISE

2

**Fortnite x LLS Battle for Blood** is an annual, 24-hour, end-of-season fundraising event with live-streamed concerts, top gamers, and more.

SUSTAIN

3

**LLS x Fortnite: Save The World** Battle for Blood edition is released as a permanent game to drive donations to help fund blood cancer research.

## WHY IT WORKS



Integrates LLS awareness and donation opportunities into one of the world's most popular games.



Sparks conversation and connection among gamers to start their own fundraiser with #TiltCancer.



Creates an ongoing donation mechanism with an exciting and educational twist.



# TAKEOVER FORTNITE: BATTLE ROYALE

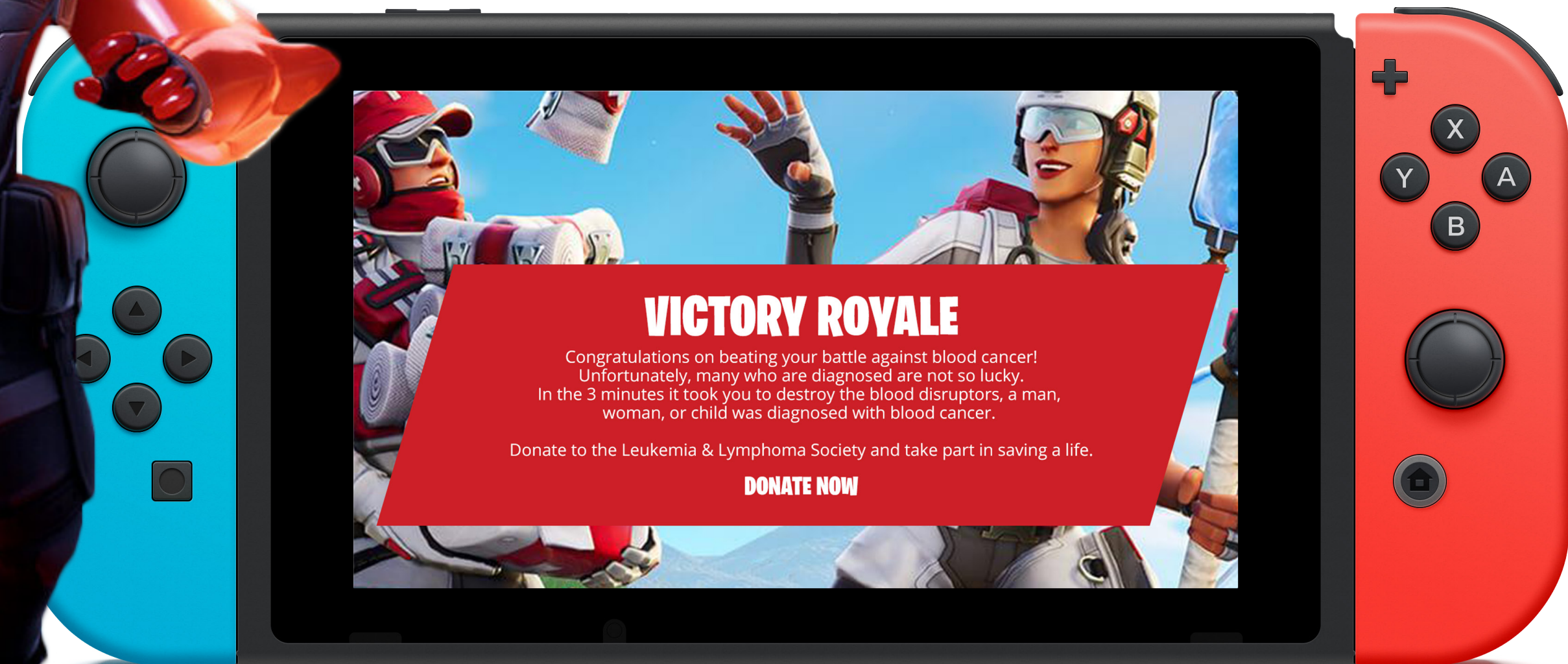
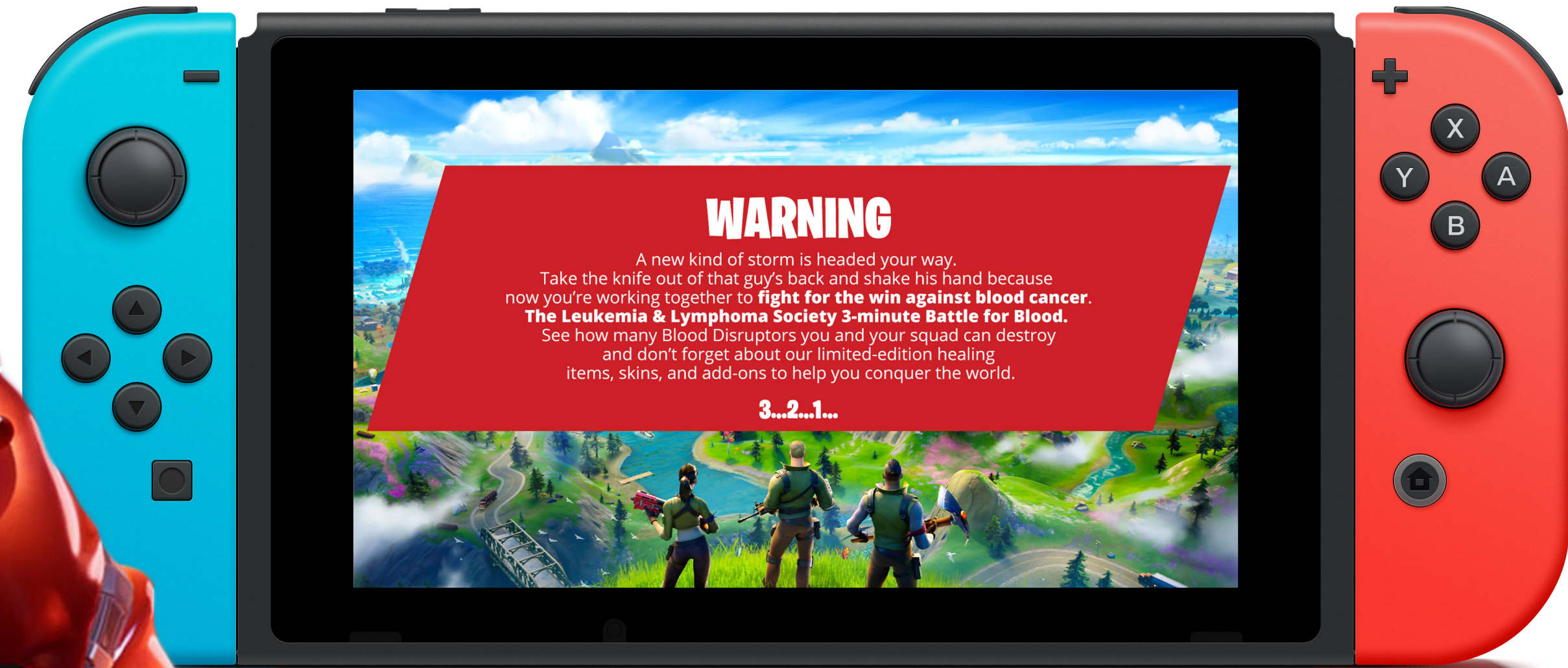
Fortnite: Battle Royale recently released Chapter 3: Flipped – where the island has been turned upside down... literally.

For Flipped Season 3, **LLS will partner with Fortnite to drop in Blood Disruptors at the 3 minute mark, emphasising how blood cancer can flip someone's world upside down.**

This takeover will flip the rules, encouraging gamers to rally together and battle against blood cancer.

**BLOOD DISRUPTOR:**  
The villain everyone wants to battle.

LAUNCH





# ANNUAL TOURNAMENT



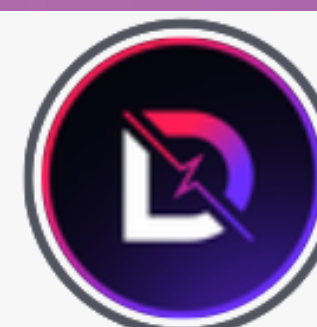
## FUNDRAISE

During Blood Cancer Awareness Month, we will host the annual, end-of-season, Battle for Blood tournament where Fortnite gamers will compete to see who can raise the most money for LLS.

Viewers can sponsor gamers and donate to directly help fund research and fight blood cancer in real life.

Within the 24-hour, fundraising stream, there will also be live events like Team in Training, Light the Night, the Big Climb, and more.

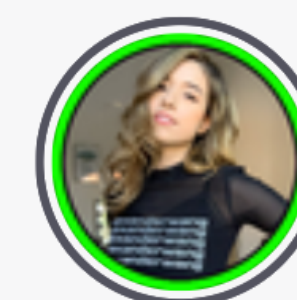
### INFLUENCER HOSTS & HOW THEY WILL HELP LLS



**DrLupo**  
4.4M followers

#### “DR. LUPO” BENJAMIN LUPO

Dr. Lupo is one of the biggest gamers in the world. He previously set St. Jude’s fundraising efforts by a single creator when he raised \$2.3 million in just 24 hours during a gaming livestream in 2020.



**pokimane** ✓  
9M followers

#### “POKIMANE” IMANE ANYS

Pokimane is one of the most popular Fortnite content creators and arguably the most popular female content creator related to the game and was recently awarded her own Fortnite emote!



# LLS x FORTNITE SAVE THE WORLD

To create ongoing awareness and donations, the unruly Blood Disruptors, healing items, and skins will be integrated as **in-game micro-transactions to learn about blood cancer and help raise money for LLS.**

**On Giving Tuesday, LLS and Fortnite: Save the World will make Battle for Blood available for purchase. Gamers will be able to connect with patients and survivors, hear their stories, and donate to the cause.**



LLS CHARITY SKINS

PR-106-007

## SUSTAIN

LLS HEALING ITEMS

**NEED TO SAVE YOURSELF OR A TEAMMATE?**



**[ BUY NOW ]**

**[ MAYBE LATER ]**

Gaming makes a difference.  
You just helped someone in the real world  
who is struggling with a blood cancer diagnosis.

**MEET JAMIE!**



She is fighting Leukemia with the help  
of LLS & people like you. Thank you for helping  
Jamie in her fight against blood cancer.

IN-GAME  
PATIENT STORIES:  
When purchased,  
you'll learn more  
about a patient or  
survivor story.



# BUDGET & TIMELINE

LAUNCH

1

**JUNE - SEPTEMBER 2022**

LLS x Fortnite: Battle Royale  
and partnership logistics

**\$150K**

FUNDRAISE

2

**SEPTEMBER 2022**

Battle for Blood Annual Tournament  
and influencer engagement

**\$250K**

SUSTAIN

3

**SEPTEMBER 2022 - BEYOND**

LLS X Fortnite: Save the World release, content creation and distribution

**\$100K**



# VICTORY CROWNS



## DONATIONS

**Battle Royale Takeover: \$500K**

**Battle for Blood Tournament: \$1M+**

**Save the World Extension: \$500K**

## REACH

**Influencer Reach: 15M**

**Players Engaged: 150-250M**

**Media Impressions: 500-750M**

## WHAT SUCCESS LOOKS LIKE

### BuzzFeed

#### THE FORTNITE FRENZIE:

Gamers are saving the world by battling blood cancer.

### The New York Times

24-hour Fortnite Tournament raises over \$1M for blood cancer research.

The  
Economist

Micro-transactions raised millions?  
Fortnite's in-game add-ons help battle blood cancer.

### THE VERGE

FORTNITE SENDS A SHOCK WAVE THROUGH THE GAMER COMMUNITY BY FLIPPING THE RULES TO FIGHT BLOOD CANCER.

### Forbes

Fortnite partnered with LLS to battle blood cancer and honor the patients and survivors.

### BUSINESS INSIDER

Gamers flock to Fortnite's Battle for Blood game and fight blood cancer both virtually and in real life.



# THANK YOU!