



shawmind



**ShawMind & Association For Online Gamers**

**PARTNERSHIP PACK**



## SHAWMIND MENTAL HEALTH CHARITY

- Shawmind is a registered UK charity that was set up in 2016
- Forced a Parliamentary debate in 2017 on the issue of children's Mental Health education in schools (became law in 2021)
- Helped thousands of people since then with their mental health, focusing on early intervention techniques



## ASSOCIATION FOR ONLINE GAMERS CIC

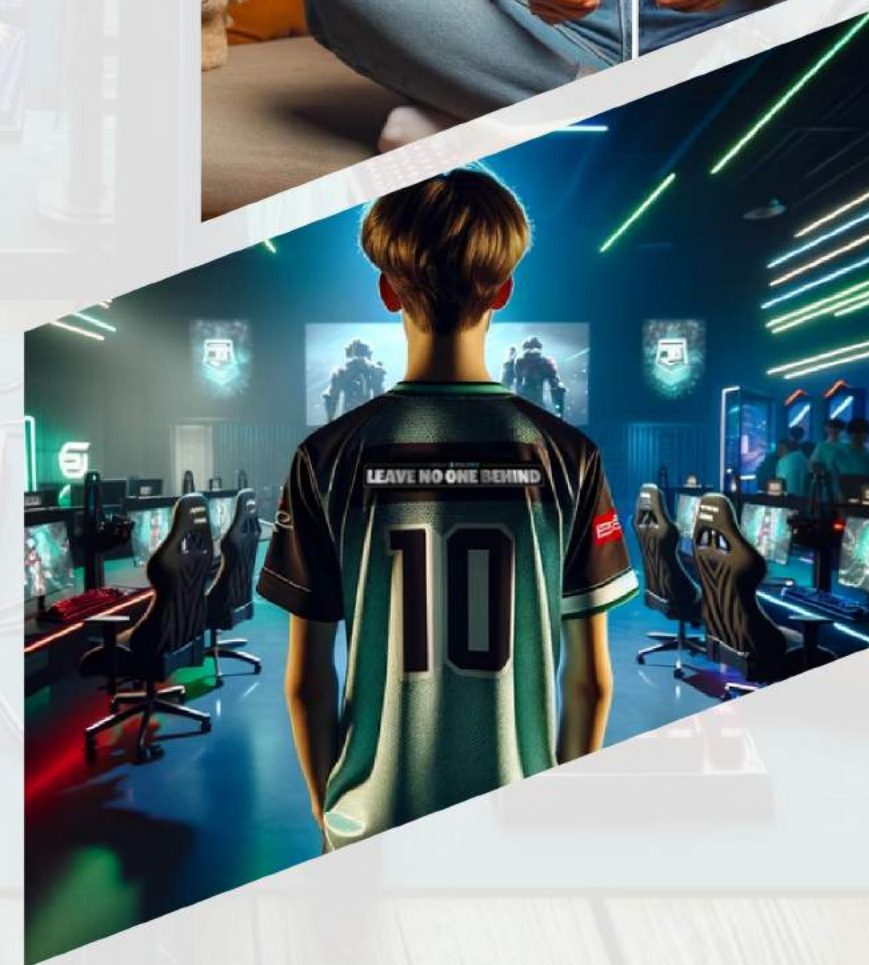
- UK-registered Social Enterprise (comparable to a "B Corporation").
- Founded by ShawMind CEO, Twitch Partner and an Esports Executive with more than 50 years entrepreneurial experience between them.
- Mission is to enhance the mental well-being and life outcomes of young people by harnessing the transformational, positive potential of online video gaming.

## IMPACT - ACTION - NEXT GENERATION

First to initiate a global esports development program that integrates mental, emotional and physical wellbeing, designed to equip young people with skills to navigate the complexities and challenges they will face in life as they grow up.

# MISSION AND IMPACT

- To revolutionise adolescent mental health strategies by leveraging online gaming as a transformative tool to enhance the mental fitness, social and technical skills of young people.
- Our vision for long-term impact on local communities: getting thousands of young people to socially interact comfortably and skilfully in real-world contexts.





# ESPORTS DEVELOPMENT PROGRAMME

- A global development programme coaching 13-16 year old people in professional game play and team management, as well as social skills, mental and physical wellbeing.
- Features top Esports Games including EAFC, Rocket League, Fortnite
- Our programme is fully inclusive, levelling the playing field for thousands who dream of playing physical sports.
- Duke of Edinburgh's Award approved Skills activity.
- Coaches are Enhanced DBS checked, comply with robust Safeguarding procedures to ensure the Safety of all students.



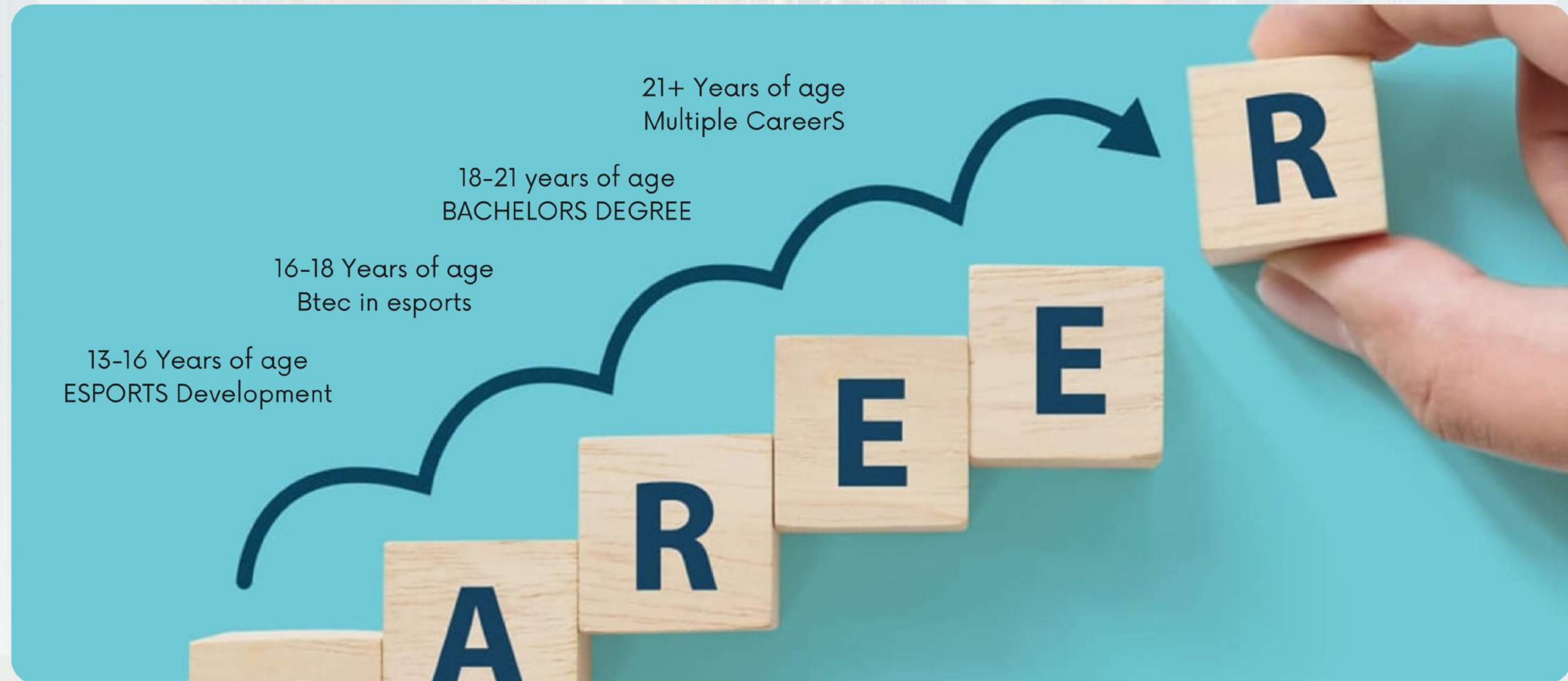
Peer mentoring programme from



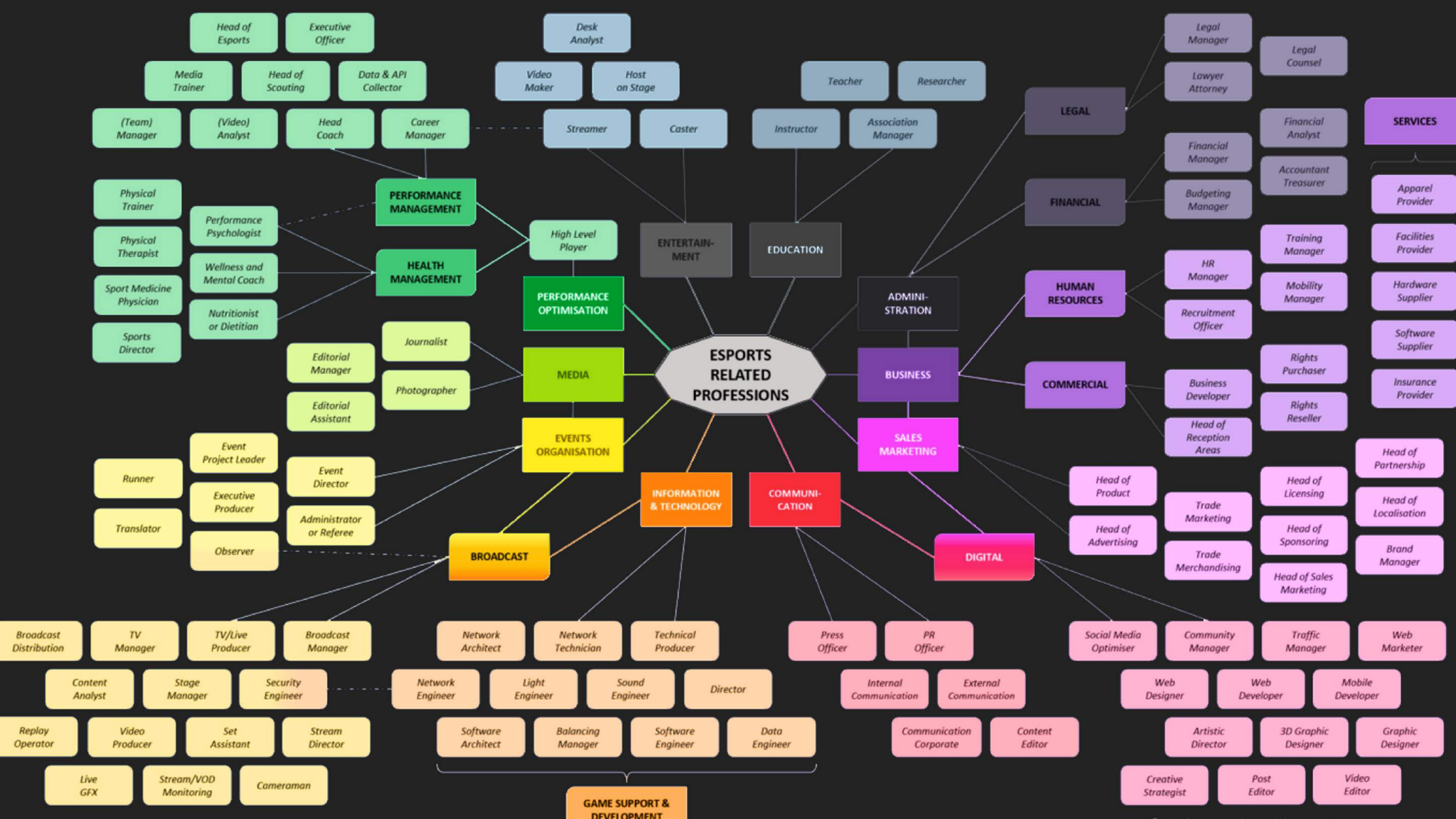
Safeguarding training by



# CAREER PATH PROGRESSION



We are providing young people with the knowledge and understanding they need to pursue a variety of careers during their lifetimes.



# PARTNERSHIP POTENTIAL



## Brand Exposure

Promoting Partner Brand to our participants, their families and their communities worldwide.

Key brand exposure during the events we attend. Partner Brand imagery on our marketing materials, etc.



## Alignment with ESG & DEI Goals

We help showcase the link with Partner Brand's ESG and/ or DEI initiatives, enhancing the reputation as a company who is committed to social impact.



## Community Impact

The positive impact it has on young people's lives, align with Partner Brand's community engagement values.

# FINANCIAL SPONSORSHIP BENEFITS



## Visible Branding Opportunities

Reach: 13+, parents/carers, UK and US audiences

### Exposure via:

- Esports Gamer Jersey
- Workbook advertising
- Event activations
- ATL and Online media activations





# NON-FUNDING OPTIONS



## **Access to Facilities**

Providing us with space at gaming / educational exhibitions, shopping centres and esports suites for marketing activations



## **Connecting to local community**

Introducing us to local school authorities, organisations, etc. to expand our programme and to advance our brand recognition.



## **Providing Hardware and Marketing**

Providing us with computer hardware, imagery, and media services for marketing activations, events, etc.



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# JOIN OUR JOURNEY

Promoting, Protecting and Educating The Next Generation

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