



# YESS QUEST

*The First Adventure*



August 19-20th 2017  
12 PM - 12 PM  
Northlands Hall A

# The First Adventure Begins

**YESS Quest is a 24-Hour Video Game Marathon. How you fill those 24 hours totally up to you! Into first-person shooters? We have you covered. Love Magic the Gathering? We have a table for you. Want to kick it old style with 3rd edition? We'll fight alongside you (dice not included). Board games more your speed? Done. You'll be gaming, slaying, and raising money for Youth Empowerment & Support Services (YESS): a worthy cause no matter what your gaming allegiance.**

**YESS is a relentlessly dedicated not-for-profit organization that shapes the future of Edmonton by supporting youth facing difficult realities. But we can't do it alone: this is where you join our adventuring party!**

## What is YESS Quest?

**YESS Quest is a pledge-based fundraiser that encourages participants to raise money to support YESS' programming and operations while gaming. Participants will experience our event at Northlands including meals, entertainment and various activities, but will also be faced with learning about the harsh realities experienced by our community's homeless youth.**

## Sponsor YESS QUEST

**Do you want to be a part of something big this spring? Youth Empowerment & Support Services (YESS) is excited to invite you and your colleagues to join in raising funds for Edmonton's at-risk youth at the 1st annual YESS Quest. The event will take place at Northlands Hall A on August 19th-20th from Noon-Noon.**

**We're looking to partner with companies interested in:**

- **Engaging employees through team activities and fundraising**
- **Growing their audience**
- **Promoting their brand**
- **Making a difference in the lives of youth who need somewhere to turn for support**

**Every year, YESS helps over 600 youth, aged 15 to 24, who, through no fault of their own, are experiencing homelessness. Many of our youth are struggling through family breakdown, addictions and mental health issues, and various forms of abuse. Through funding provided by local partners and sponsors, YESS routinely provides shelter, healthy meals, clothing, school supplies, access to laundry and shower facilities, counseling and a range of supportive programs and services to help youth rebuild their lives and ensure that their individual needs are met.**

# Why Sponsorship?

Sponsorship is a highly efficient way to promote your business by association with a well-known and highly respected charitable organization such as YESS.

Sponsorship is a popular method of engaging with a demographic with which your business would like to engage. Gaming marathons are a growing event to help support the communities they take place in.

Your company's association with YESS and with a successful and entertaining evening will create a positive impact on guests.

Your support of YESS helps change lives. Your participation as a sponsor sends two strong messages: your company cares about the community and youth matter.

## How can my company become involved?

We're currently seeking sponsors for various on-site properties. Our philosophy is to work with our partners to create a customized benefits package that meets their business objectives. Examples of available benefits are included in this document

## Thank You

Thank you for sponsoring our First YESS Quest. The funds raised through this event will help provide shelter and support to the hundreds of youth who are at risk and experiencing homelessness in Edmonton, giving them hope and empowering them to rebuild their lives. Thank you for partnering with us and supporting our work and our youth.

We are happy to answer any questions you may have about sponsorship, getting involved, or just about YESS in general. Please do not hesitate to contact our Donor Relations & Philanthropy team by calling 780-468-7070, or email [giving@yess.org](mailto:giving@yess.org).

Warmest regards,  
Youth Empowerment & Support Services



## Dungeon Master Sponsor - \$10,000

*"It's dangerous to go alone, take this!" - Old Man, Legend of Zelda*

- **Presenting Sponsor Status of the YESS Quest.**
- **Sponsor logo on all pre-event marketing materials promoting the event. (Sponsorship Package - sent to potential sponsors / Invitations)**
- **Name on Composite Sponsor Signage at YESS Quest**
- **Verbal recognition (minimum 3 mentions) by emcee as the Presenting Sponsor of YESS Quest**
- **Opportunity to speak at the event. (maximum 5 minutes)**
- **Opportunity to display (1) banner/sign at the YESS Quest**
- **Sponsor Logo and name on YESS Quest signage recognizing you as the Presenting Sponsor and as a prominent member of YESS' Partnership Community**
- **Sponsor Logo and name to be displayed near the speaker's podium recognizing you as the Presenting Sponsor and as a prominent member of YESS' Partnership Community**
- **Sponsor logo on YESS website ([www.yess.org](http://www.yess.org)) under the "Partners" section as an Event Sponsor**
- **Opportunity to place a welcome message\*\* from Presenting Sponsor on the Event Program**
- **Sponsor Logo featured prominently on the sponsor page in Event Program**
- **Opportunity to greet and welcome guests upon their arrival to YESS Quest**
- **Mention on YESS Facebook and Twitter recognizing you as the Presenting Sponsor of YESS Quest. (min. 2 on Facebook / 2 on Twitter)**
- **Opportunity to place a "Blog" on YESS Website regarding Presenting Sponsorship and association to YESS. (twice per year)**
- **Preferred seating for 6 players at YESS Quest.**
- **Opportunity for (2) staff to volunteer at YESS Quest**
- **Message on the (2) YESS Whyte Avenue reader boards for 2 weeks post event (Thank you "Presenting Sponsor" for your support)**
- **A right to use and associate with the YESS logo, organization and branding**

## Cyberspace Sponsor - \$7,500

"Now you're playing with power" - Nintendo Commercial 1986

- Power and Networking Sponsor
- Logo on YESS website under the "Partners" section as an Event Sponsor
- Logo on YESS Quest Sponsor Banner
- Logo in YESS Quest Program
- Ad in YESS Quest Program
- 2 Mentions on YESS Facebook and Twitter. (Facebook - 3,600 followers /Twitter - 5,700 followers)
- Verbal Recognition by emcee of YESS Quest
- Opportunity for Staff to volunteer
- Space on YESS Reader Board (One Week)

## Level Up Sponsor - \$5,000

"Video games foster the mindset that allows creativity to grow" - Nolan Bushnell

- Gaming Space Sponsor
- Logo on YESS website under the "Partners" section as an Event Sponsor.
- Logo on YESS Quest Sponsor Banner
- Logo in YESS Quest Program
- Ad in YESS Quest Program
- Mentions on YESS Facebook (2 mentions - 3,600 followers)
- Verbal Recognition by emcee of YESS Quest.
- Opportunity for Staff to volunteer

## HP & Mana Sponsor - \$5,000

"Wakka, Wakka, Wakka" - Pac-Man

- Nutrition Sponsor
- Logo on YESS website under the "Partners" section as an Event Sponsor
- Logo on YESS Quest Sponsor Banner
- Logo in YESS Quest Program
- Ad in YESS Quest Program
- Mention on YESS Facebook (1 mention - 3,600 followers)
- Verbal Recognition by emcee of YESS Quest
- Opportunity for Staff to volunteer

## The Arena Sponsors - 4 x \$2,500

"A winner is you" - Pro Wrestling, NES

- **Tournaments Sponsor**
- **Logo on YESS website under the "Partners" section as an Event Sponsor.**
- **Logo on YESS Quest Sponsor Banner**
- **Logo in YESS Quest Program**
- **Ad in YESS Quest Program**
- **One mention on YESS Facebook and Twitter (Facebook - 3,600 Followers / Twitter 5,700 Followers)**
- **Verbal Recognition by emcee of YESS Quest.**
- **Opportunity for Staff to volunteer**

## Town Square Sponsor - \$2,500

"Video games are bad for you? That's what they said about rock-n-roll." - Shigeru Miyamoto

- **Main Stage Sponsor**
- **Logo on YESS website under the "Partners" section as an Event Sponsor.**
- **Logo on YESS Quest Sponsor Banner**
- **Logo in YESS Quest Program**
- **Ad in YESS Quest Program**
- **One mention on YESS Facebook (3,600 Followers)**
- **Verbal Recognition by emcee of YESS Quest.**

## Innkeeper Sponsor - \$2,500

"I cast magic missile!" - Galstaff, Sorcerer of Light

- **Table Sponsor**
- **Logo on YESS website under the "Partners" section as an Event Sponsor.**
- **Logo on YESS Quest Sponsor Banner**
- **Logo in YESS Quest Program**
- **Ad in YESS Quest Program**
- **One mention on YESS Facebook (3,600 Followers)**
- **Verbal Recognition by emcee of YESS Quest**

## Loot Sponsor - \$2,500

*"When life gives you lemons, don't make lemonade. Make life takes the lemons back" - Cave Johnson*

- **Gift Sponsor**
- **Logo on YESS website under the "Partners" section as an Event Sponsor.**
- **Logo on YESS Quest Sponsor Banner**
- **Logo in YESS Quest Program**
- **Ad in YESS Quest Program**
- **Product Distribution**
- **One mention on YESS Facebook (3,600 Followers)**

## XP Sponsor - \$500

*"If your life just got harder, you must have leveled up" - Unknown.*

- **Young Heroes Sponsor**
- **Logo on YESS website under the "Partners" section as an Event Sponsor.**
- **Logo on YESS Quest Sponsor Banner**
- **Logo in YESS Quest Program**

# YESS QUEST Sponsor Benefits Breakdown

YESS QUEST	Dungeon Master	Cyberspace	Level Up	HP and Mana	The Arena	Town Square	Innkeeper	Loot	XP
Investment (\$)	\$10,000	\$7,500	\$5,000	\$5,000	\$2,500 x 4	\$2,500	\$2,500	\$2,500	\$500
Website Logo	X	X	X	x	x	x	x	x	x
Sponsor Logo	X	X	X	x	x	x	x	x	x
Logo in Program	X	X	X	x	x	x	x	x	x
Ad in Program	X	X	X	x	x	x	x	x	
Facebook Mention	2	2	1	1	1	1	1	1	
Twitter Mention	2	2	1		1				
Production Distribution								X	
Emcee Recognition	X	X	X	X	X	X	X	X	
Opportunity for Signage	X	X	X	X	X	X	X	X	
YESS Displays	X	X	X	X	X	X			
Opportunity for Staff Volunteers	X	X	X	X	X	X			
YESS Reader Board	<b>TWO WEEKS</b>	<b>ONE WEEK</b>							
WiFi Singage	X	X							