

# CHANGE THRU GAMES

SPONSORSHIP PROPOSAL

MENU



# ABOUT US

## UC IRVINE CIRCLE K



SERVICE



LEADERSHIP



FELLOWSHIP

**Circle K International (CKI)** is the premier collegiate community service, leadership development, and friendship organization of the world. With more than 30,000 members in 17 nations, CKI is making a positive impact on the world every day. Circle K clubs are organized and sponsored by the Kiwanis club on a college or university campus. CKI is a self-governing organization and elects its own officers, conducts its own meetings, and determines its own service activities.

CKI blends community service and leadership training with the opportunity to meet other college students around the world. In the past, CKI has done projects such as the Six Cents Initiative: CKI's International fundraiser that aims to provide safe drinking water to 2.2 billion children worldwide. Projects like this help bring CKI members together to make a difference in the world.





# CHANGE THRU GAMES K

## WHAT IS CHANGE THRU GAMES?

**Change Thru Games (CTG)** is a *live annual charity event and video game marathon hosted by Circle K International at the University of California, Irvine*. This event was created with the intention of *allowing student gamers the opportunity to give back to their community and make a difference in the world through their love of gaming*. This event features both console games and board games, tournaments, and raffles for guests to participate in. Admission is completely free and anyone is able to attend!



This event is planned to be 8 hours long and take place on November 18th, 2023 on UCI's Campus. This event will be streamed on our twitch and advertised on our social media!

This year, all proceeds raised from CTG will go to the **American Heart Association (AHA)**, the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke.

For more information on the AHA, please visit: <https://www.heart.org/en/>



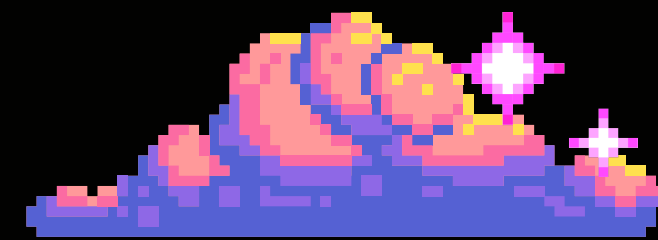
## DONATION GOAL:

# \$1,500





# OUR HISTORY



## CHANGE THRU GAMES: LEVEL 4

CTG: Level 4 was a 24 hour event that raised over \$1200 for the American Foundation for Suicide Prevention.

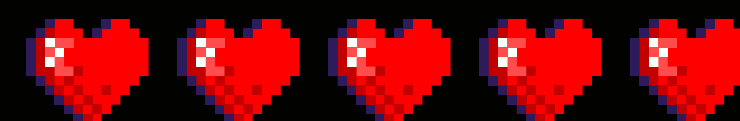
JANUARY 2018



## CHANGE THRU GAMES: LEVEL 4 DLC

The first CTG DLC was held in June of 2018. It lasted 5 hours and raised over \$500 for the Boys and Girls Club of Lake Forest.

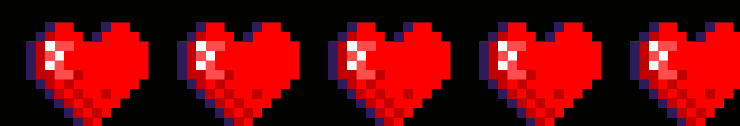
JUNE 2018



## CHANGE THRU GAMES: LEVEL 5

The fifth CTG was a 12 hour event that raised over \$1300 for the American Legion.

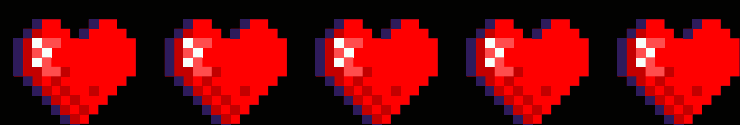
DECEMBER 2018



## CHANGE THRU GAMES: LEVEL 6

The sixth edition of CTG was held in November and raised over \$1400 for the Irvine Public Schools Foundation

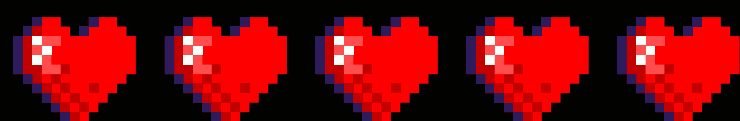
NOVEMBER 2019



## CHANGE THRU GAMES 7

The fully online edition of CTG raised over \$1400 for The Breast Cancer Fundraiser.

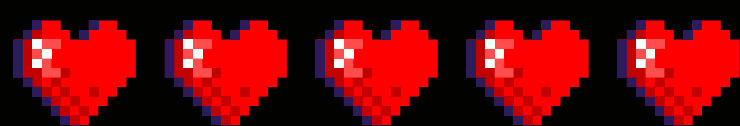
JANUARY 2021



## CHANGE THRU GAMES 8

The first hybrid edition of CTG was held in November and raised over \$2100 for Feeding America.

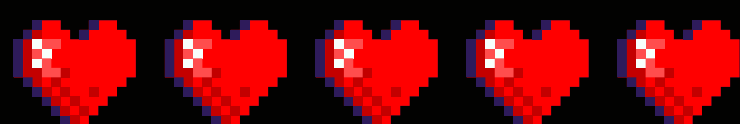
NOVEMBER 2021



## CHANGE THRU GAMES 9

The first fully in-person edition of CTG since COVID-19 was held in November and raised over \$1500 for the Prevent Cancer Foundation

NOVEMBER 2022





# STATS FROM LAST YEAR'S EVENT

OVER **\$1,570** **RAISED** FOR  
THE PREVENT CANCER FOUNDATION

TOTAL IN-PERSON ATTENDEES: 80

TOURNAMENT PARTICIPANTS: ~ 100

- VALORANT TOURNAMENT: 12 TEAMS, 60 COMPETITORS
- LEAGUE OF LEGENDS TOURNAMENT: 4 TEAMS, 20 COMPETITORS
- IN-PERSON TOURNAMENTS: 27 COMPETITORS



STREAM DURATION: 18 HOURS

NEW FOLLOWERS GAINED: 30

MAXIMUM CONCURRENT VIEWERS: 45

AVERAGE VIEWERS: ~12

LIVE VIEWS: ~1000

MINUTES WATCHED: ~13,000

# HOW CAN YOU HELP?

HELP US MAKE A DIFFERENCE IN OUR COMMUNITY!



**Change Thru Games** is a 100% student-run event and the success of Change Thru Games thus far would not have been possible if not for the generosity of our sponsors. This year, the students on the Change Thru Games committee strive to build on and expand on the successes of past years.

*On behalf of all the students in the Change Thru Games committee, I would like to extend a formal request to your company to be one of our sponsors this year for the tenth CTG event: Change Thru Games X.*

## **Ways you can help us make a difference:**

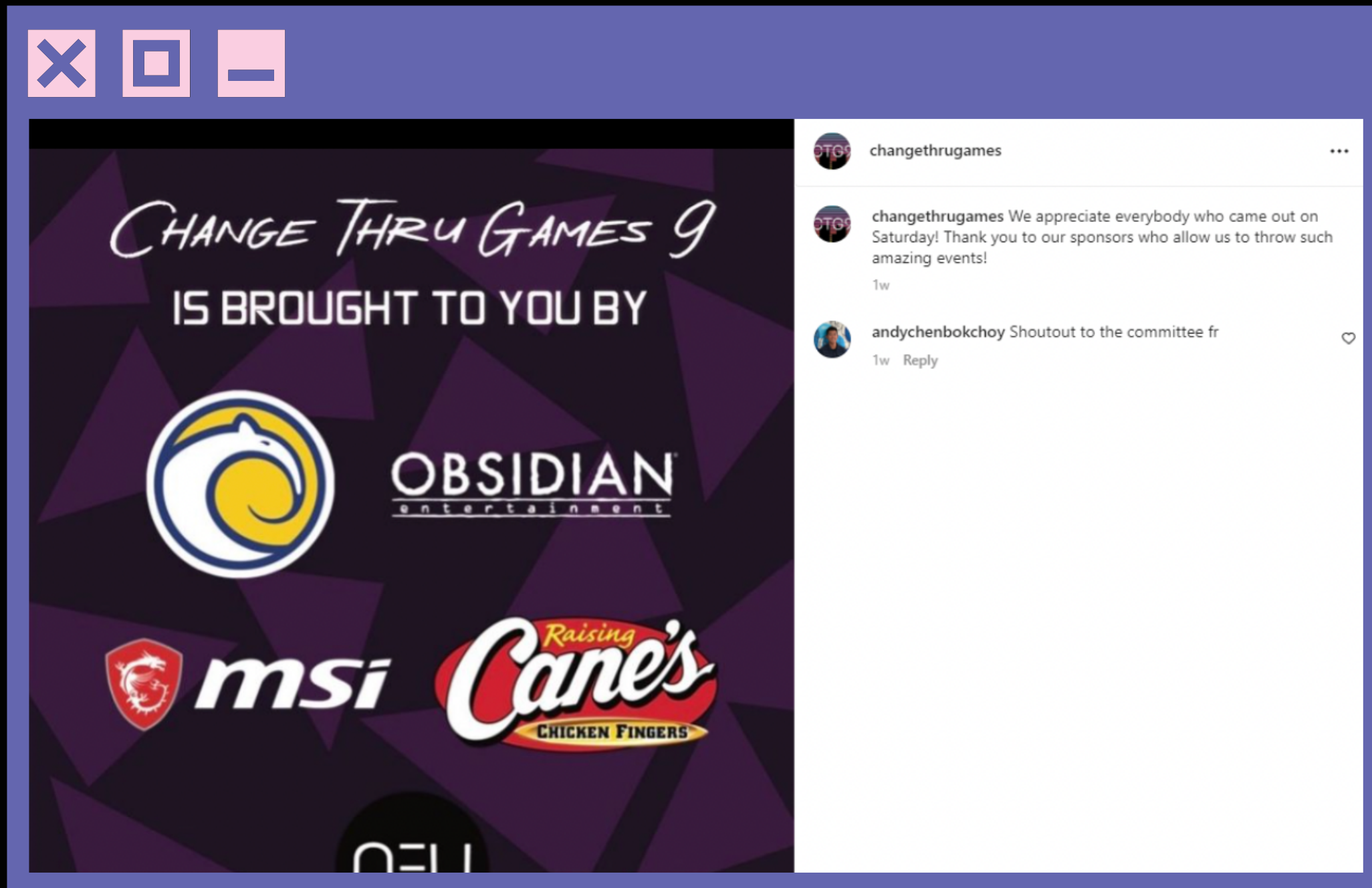
- Monetary Donations
- Providing products/items to help us fundraise (ie. prizes for raffles, items to sell to attendees, etc.)

**All proceeds from this year will go to the American Heart Association!**

Our Federal Tax Identification Number is 33-0203358.

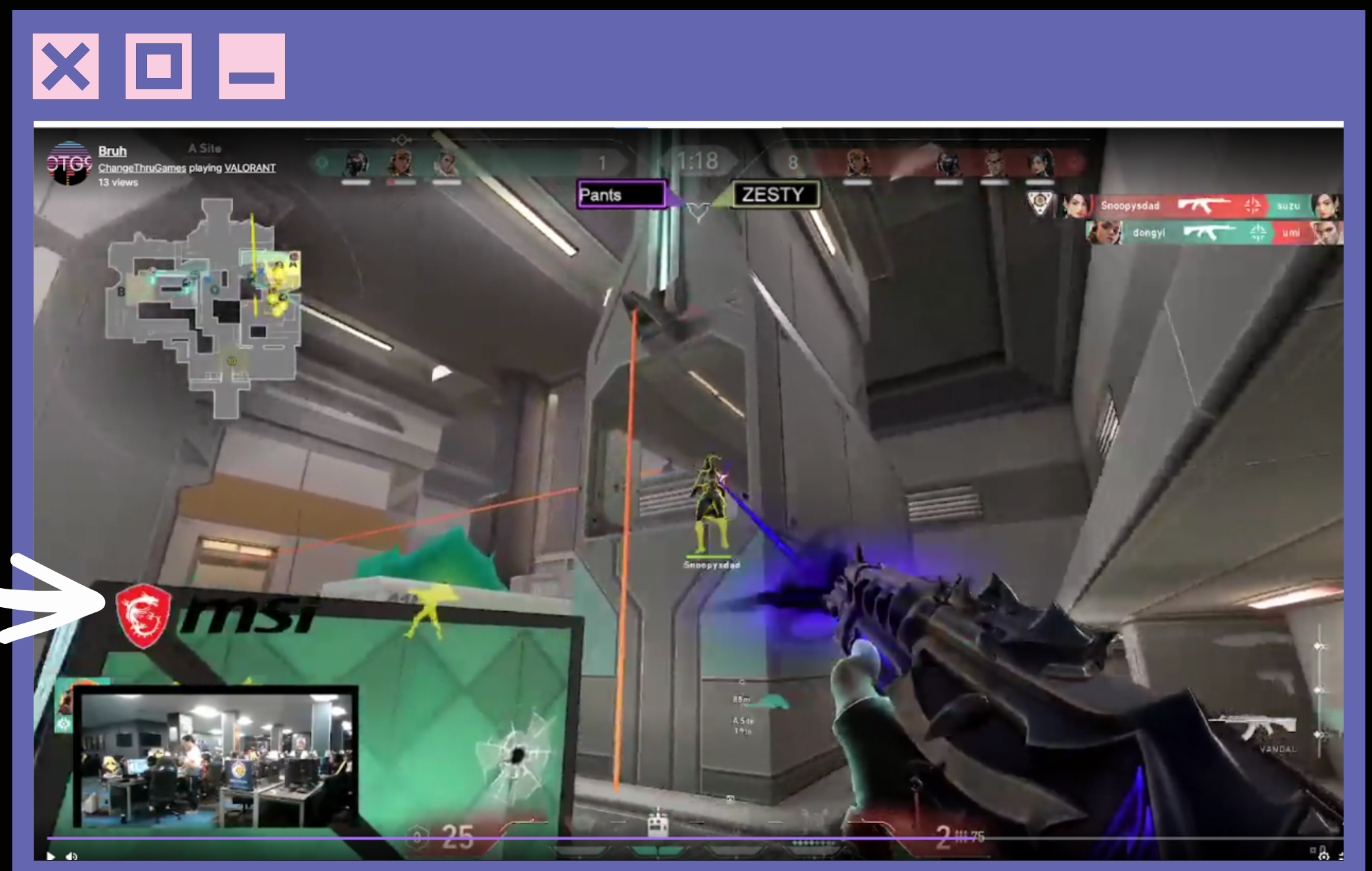


WHAT WILL YOU RECEIVE IN RETURN?  
FOR EXAMPLE...



Company's logo  
featured on all of  
our social media  
platforms.

Company's logo  
featured on all of  
our streams and in-  
person flyers.





# THANK YOU!

On behalf of all the students working on and participating in Change Thru Games X, thank you so much for making this incredibly special event possible. Change Thru Games can't happen without sponsors like you, and we truly appreciate all the help that comes our way!

## CONTACT US!

Website: <https://ctg.ucicirclek.com/>



**Andy Chen**  
**Director**  
**andyc20@uci.edu**



**Stephanie Tran**  
**Assistant Director**  
**stepht11@uci.edu**