SPONSORSHIP PROPOSAL 2025



PSM Giggle Games World



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EXECUTIVE SUMMARY

Giggle Games World is an uplifting, multi-demographic entertainment series by PSM Charity, dedicated to promoting joy, mental wellness, and meaningful community connections. With over 30 million views and more than 30,000 loyal subscribers, we're launching a game-show style content series designed for families, children, teens, women, and young adults.

We invite you to partner with us in making this vibrant dream a reality—while positioning your brand at the heart of joyful, family-focused impact content.

WHY THIS MATTERS

In an era of stress, screen fatigue, and disconnection, Giggle Games World is a remedy. Our format:

- Brings families together
- Boosts mental well-being
- Encourages safe, creative expression
- Promotes positive, relatable storytelling

We need strategic sponsors like you to help sustain and scale this joyful initiative while giving your brand a spotlight in front of a deeply engaged and growing audience.

SPONSORSHIP TIERS

How to Choose Your Tier

We offer flexible sponsorship packages tailored to your brand's goals and budget. We recommend a quarterly commitment for maximum impact, as this allows for consistent brand exposure and better integration into our content and community. Alternatively, we can structure a monthly payment plan to fit your needs.



BRONZE TIER - GIGGLE PARTNER

Investment: \$5,000 per month / \$15,000 per quarter

This tier is perfect for brands seeking foundational exposure and community goodwill. It positions you as a proud supporter of our mission to spread joy and wellness.

What you get

- Brand Integration: Your company logo displayed on our website's sponsor page.
- Social Media: A "Thank you" shout-out and your logo featured on our social media channels (Facebook, Instagram) at the start of each month.
- Brand Mentions: One dedicated verbal "thank you" mention by the host in one episode per month.

SILVER TIER – JOYFUL CHAMPION

Investment: \$10,000 per month / \$30,000 per

quarter

The Silver Tier offers enhanced brand visibility and direct engagement with our audience. This level of partnership establishes a stronger connection between your brand and our community.



What you get

- All Bronze Tier benefits, plus:
- Segment Sponsorship: Brand a specific game category or segment within our show (e.g., "The [Your Brand] Family Challenge").
- In-Video Logo Placement: Your company logo prominently placed in the video description and end screen of sponsored episodes.
- Traffic & Conversions: A custom promo code and/or a clickable link to your website in the description to track audience conversions and ROI.

GOLD TIER – TITLE SPONSOR

Investment: \$20,000 per month / \$60,000 per

quarter



Our premier tier offers maximum brand exposure and an exclusive, deep-seated partnership. This positions your company as a foundational partner of PSM Giggle Games World.

What you get

- All Silver Tier benefits, plus:
- Title Sponsorship: "PSM Giggle Games World, presented by [Your Brand]".
- Pre-Roll Ad: A 15-second branded pre-roll ad at the beginning of every new video.
- Host Endorsement: A dedicated 30-second host-read segment in every new episode, highlighting your brand's mission, products, or services.
- Collaboration: Active collaboration with our team on a customdesigned game or segment that perfectly aligns with your brand.



OUR REACH & ENGAGEMENT

Where Our Audience Lives

We don't just create content; we build communities. Our strategy is to meet our audience where they are, on the platforms they love.

YouTube & YouTube Shorts (Primary Platform)

- 30+ Million Views: A testament to our content's viral appeal.
- 30,000+ Loyal Subscribers: A core audience of engaged, passionate fans.
- 67% Average View Duration: A key metric that proves viewers aren't just clicking—they're staying and watching.

TikTok, Facebook, & Instagram

Our content is adapted for each platform to maximize engagement and reach new demographics. We drive traffic to our main channel while building strong brand presence across the social media landscape.

How We Grow

Our growth is a result of a multi-faceted, data-driven strategy focusing on three key areas.

- Influencer Collaborations | Partnering with family and youth influencers to reach a broader, relevant audience.
- Paid Campaigns | Using targeted social media ads on platforms like YouTube and Facebook to acquire new, engaged viewers.
- Organic Community Building | Fueling our 15% monthly subscriber growth with high-quality content that keeps our community returning.

YOUR MEASURABLE RETURNS



BEYOND EXPOSURE | | WE DRIVE RESULTS

We understand that your investment must deliver tangible value. Our partnership is designed to provide you with clear, measurable returns that go beyond simple brand awareness.

Branded Mentions & Traffic

Your brand will be seamlessly integrated into our content, driving qualified traffic to your site through trackable links and promo codes. We will provide a detailed report on clicks and conversions.

Positive Brand Sentiment

By partnering with our uplifting, family-friendly show, your brand will build a powerful, positive connection with a valuable audience of families and youth.

Direct Audience Interaction

Sponsors can directly engage our community through branded giveaways, host Q&As, or create custom content, creating a more interactive and memorable partnership.

Contact

Sponsorship & Media Inquiries

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Let's Spark Joy— Together

At PSM Giggle Games World, we believe laughter is more than just entertainment—it's a powerful tool for healing, connection, and empowerment. With your sponsorship, we can create moments that uplift children, youth, women, and families while aligning your brand with and purpose, positivity, genuine community impact.

