

Thank You,
SASHA FOR BEING HERE...



MAIN OBJECTIVE

To find an engaging way to visualize the partnership between The Power of Play (nonprofit) EA Games (Sponsoring Company) and Doc Land Films (media professionals) to use as a pilot project to show other potential brands and companies what it would look like to:

- › Become sponsors / partners of TPOP
- › Hire Doc Land Films to produce their CSR media needs.



THE PARTNERSHIP

The Project:

We are building a playground at an orphanage for +100 blind and deaf children in Sri Lanka. The playground was specially designed by industrial design university students with the goal of enhancing these kids' possibilities to play, connect, learn, feel, laugh & dream.



DOC LAND



Special Collaboration



DOCLAND



Los Angeles



Madrid



Dubai

NETFLIX



HBO

prime video

NATIONAL
GEOGRAPHIC



BBC

The
New York
Times

Rai

CNN



abc

TIME

TRT

M+



tvn

rtve

CANAL+



ODISEA

DOCLANDDUBAI.COM

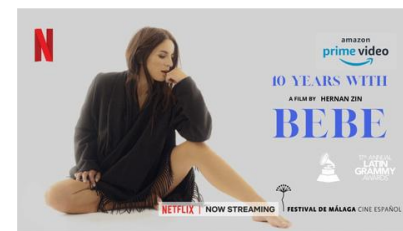


We are a seasoned production company dedicated to creating award-winning media content designed to have a high impact on the human spirit.

With
25
years

of industry experience filming in more than 80 countries, we combine a full suite of renowned creative directors, writers, producers, and cinematographers, to purposefully integrate values and practices around one thing

LIGHTING UP THE GOOD WE BELIEVE IN.



WHAT WE DO



Impact Minded Videos
For Nonprofits & Charities



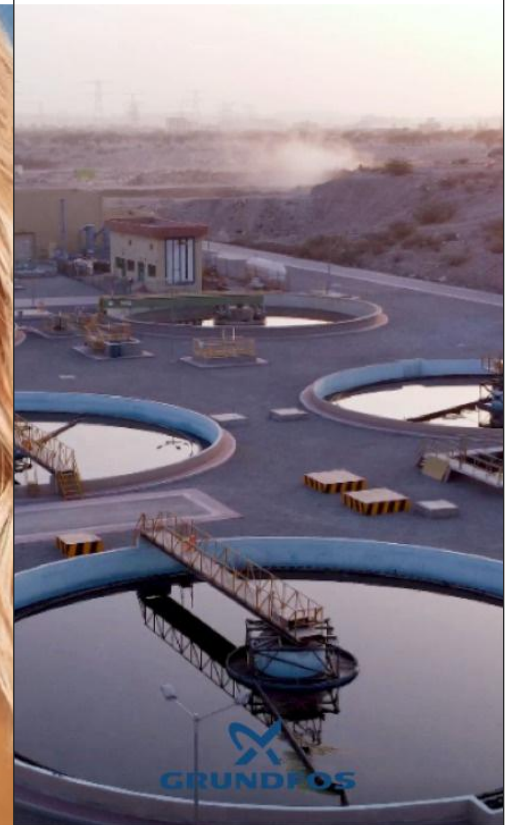
Tv/Digital
Documentary Series



TV
Commercials



Social
Media Content



Corporate

We **Create** Content To Understand And Feel Our **World**

Stronger **TOGETHER**

We want to offer brands the to partner with charities while bringing in the most creative media professionals in the region to produce content that makes a genuine impact at a low cost to businesses and free to charities and non- profits.

Türöffner



A close-up photograph of two hands, one from the top left and one from the bottom right, reaching towards each other. The hands are illuminated by a warm, golden light against a dark, textured background. The fingers are slightly spread, and the palms are facing each other, creating a sense of tension and connection.

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Stronger
TOGETHER



HOW YOU SHOW UP TO THE WORLD MATTERS

“

In today's world the
new activist front is

business

SASHA STRAUSS

IS YOUR COMPANY CREATING REVENUE

For The World?

A group of African children and a baby are gathered in a doorway. In the foreground, a young boy in a leopard-print shirt looks towards the camera. Behind him, another boy in an orange shirt looks off to the side. To the right, a baby in a white shirt is being held by a person in a red and white checkered cloth. Other children are visible in the background, some looking towards the camera. The scene is brightly lit, suggesting natural light from the doorway.

We Accelerate

IMPACT BY ENGAGING
PEOPLE AROUND
THINGS THAT MATTER

Impact BEYOND MEASURE

Our media partnerships are designed to run successful campaigns that generate profits, drive charitable funds, strengthen the company culture and increase brand awareness.



DOCUSIGN + THE
POWER OF PLAY



MOHAP +
DUBAI CARES



TRIVAGO + HEARTS X HOMELESS



MOVISTAR + ACTION AGAINST
HUNGER

Together, **WE BUILD TRUST**

Our framework unites three parties, delivering a powerful content series that inspires a far-reaching set of stakeholders.

The brand

When you partner with us, you become part of our crew, creating high- quality media content that dramatically improves visibility, outreach, social media presence, and cause recognizability, further amplifying the impact of the campaign, inside and outside your company.

The Charity

Marketing is a luxury for most nonprofits. Your partnership allows them to better engage with prospective donors, increase their social media presence, and affect change in the community at large without spending a penny.

The Media Professionals

Because being part of this partnership is what makes us proud as filmmakers, we invite our world-class content creators to produce at a reduced rate for the company and create a piece specially designed for the charity, ensuring the highest quality output throughout the campaign for both entities. When needed, we hand-pick an influencer or public figure that can help us expand the message to new audiences.



BENEFITS

We Inject **Humanity**
Into Your Message

For your company

You know that mission-driven brands affect social and environmental change. We use our media presence and longstanding nonprofit partnerships to generate the highest win-win success, incorporating cutting-edge media and innovative digital assets to set your company apart from the crowd.

The data on purpose-led companies speaks for itself:

21%

increase in brand profitability

6%

increase in brand market value

Why invest in high-quality media?
Video content generates 1200% more shares than both images & text.
People remember feelings.

For your people

We invite your team (executive team, clients or trade partners) to immerse in the mission with us. When you include your people in cause-driven experiences:

- ➔ Engagement levels multiply 4 times
- ➔ Employee turnover reduces by **57%**
- ➔ Employee wellbeing increases up to 5 times

WE THRIVE IN GIVING LIGHT TO THOSE STORIES WAITING TO BE TOLD



While your team is busy affecting change through our one-of-a-kind experiences, we will produce cinematic content, multiplying your impact.

1 + 1 = 11 Million



Your
brand



Charity



Lives touched

When you visualize your company's true commitment to do good, you multiply the impact of lives touched.



Your employees,
clients & stakeholders



Charity leaders
& beneficiaries



Your
audience



Charity's
audience



Influencer's
audience

Finding THE PEOPLE WHO CARE ENOUGH

We shock. We awe. We accelerate impact by
engaging people around things that matter.



Join Our Impact Minded Clients & Partners
You Are Here, We Are Here. No Excuses. Let's Do This!



CASE STUDY



Nonprofit



Brand

Save the game

If your hand helps
their hand plays.



Save the game

If your hand helps
their hand plays.





Social **IMPACT**

Electronic Arts is committed to having a positive impact on the communities in which we live, play, and work by inspiring youth through STEAM education, amplifying our employees' efforts to give back, fostering inclusive communities, and supporting those in need through disaster relief.

EA GAMES IMPACT

Report

Electronic Arts is committed to having a positive impact on the communities in which we live, play, and work by inspiring youth through STEAM education, amplifying our employees' efforts to give back, fostering inclusive communities, and supporting those in need through disaster relief.

Pilars Of Our Social Impact Efforts

01

Providing access and inspiring youth to engage in science, technology, engineering, arts, and math (STEAM) education

02

Amplifying our employees efforts to give back

03

Fostering inclusive communities

04

Sporting those in need through disaster relief



Five Player Needs for Positive Play

We know from in-game reports, survey data, and industry research that players and fans have essential needs when they choose to spend their time with us. We aim for:

- 1 Safety**
Players trust that Electronic Arts games will be safe, positive, and fun experiences, free from intentional disruption
- 2 Fairness**
We take steps to minimize the impact of cheating and promote fair play
- 3 Inclusion**
Our player experiences champion and exemplify inclusion, equity, and accessibility
- 4 Connection**
Our social experiences provide value to a global community of players through positive and meaningful connections
- 5 Balance**
Players should enjoy our games as part of a balanced lifestyle

Electronic Arts' Impact in Our Communities

\$9.5 million

in total giving

\$7.7 million

in company grants, sponsorships, and matching gifts

\$1.8 million

in employee gifts

6,428

total volunteer hours

4,359

non-profit supported

3,764

donated game codes

"Our charitable partnership with TPOP is one of the most gratifying contributions we've made over the years. The new playground will make a difference to children who might not have access to video games, but now have an outlet for play and escape."

Chris Wren, XDS Advisory Committee Chair



FROM EA LEADERSHIP ABOUT PREVIOUS SPONSORSHIP



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Chris Wren, XDS Advisory Committee Chair





Thank you,
SASHA FOR BEING A TEAM PLAYER