

Wounded Warrior Project® (WWP) Stream to Serve® is your opportunity to make a difference in the lives of our nation's bravest. Through events and relays, fundraisers help provide life-changing programs to wounded warriors and their families – all at no cost to them. Stream to Serve is your chance to serve those who have served us. WWP hosts two annual Stream to Serve campaigns benefiting injured veterans, Capture the Flag and Warrior Week:

### CAPTURE THE FLAG



**CAPTURE THE FLAG** is a multi-week springtime livestreaming event culminating on Flag Day (June 14). Streamers are encouraged to fundraise and earn an event-exclusive WWP flag while making a difference in the lives of warriors and their families.

### WARRIOR WEEK



**WARRIOR WEEK** is a 7-day livestream event that takes place the week of Veterans Day. Streamers help raise awareness and critical funds to provide life-changing programs to injured veterans and their families.



“THE COMMUNITY ENGAGEMENT HAS PROBABLY BEEN THE MOST INSPIRING ASPECT OF THE CHARITY STREAMS. I THINK IT’S IMPORTANT TO PROVIDE AWARENESS OF THE CAUSE YOU ARE SUPPORTING AND AWARENESS OF THE EVENT, BUT WHAT I COULDN’T NECESSARILY PREDICT WAS THE SHEER ENERGY AND ACTIVITY OF COMMUNITY MEMBERS TO ATTEND, DONATE, AND SUPPORT IN VARIOUS WAYS.”

— CAPTURE THE FLAG 2022 PARTICIPANT



“IT WAS ABSOLUTELY AMAZING SEEING ALL OF THE LOVE AND SUPPORT THAT CAME OUT IN FULL FORCE TO SUPPORT OUR WARRIORS!”

— WARRIOR WEEK 2021 PARTICIPANT

★ **BENEFITS** ★

Your company's participation in these unique Stream to Serve campaigns will:

- ★ Promote brand exposure with Stream to Serve participants and WWP's engaged audience.
- ★ Generate brand loyalty by demonstrating your commitment to supporting injured veterans and by engaging supporters in your local communities.
- ★ Save and change the lives of warriors and their families.



The game streaming market  
is poised to grow by  
**\$1.14 BILLION**  
during 2022-2026.

★ **RECENT IMPACT** ★

**CAPTURE THE FLAG 2022**



**154**

REGISTERED STREAMERS



**77,100+**

POTENTIAL VIEWERS



**4.7M+**

TOTAL IMPRESSIONS

*(includes paid ads, organic social,  
and email reach)*



**\$120,035**

RAISED



**18**

FLAGS CAPTURED OVER  
THE COURSE OF 6 WEEKS

**WARRIOR WEEK 2022**



**191**

REGISTERED STREAMERS



**3.7M+**

TOTAL SOCIAL IMPRESSIONS

*(including ads)*



**\$231,067**

RAISED

★ **LET'S CONNECT!** ★

**Michele Stone**  
Corporate Partnerships Specialist  
mstone@woundedwarriorproject.org  
904.738.3649