

**GAMERPERKS**

COLLABORATOR PACK · 2026

# Everything you need to talk about Gamerperks.

Our story, two ways to frame it, how it works, hooks that land, colours, logos, fresh screenshots, and every handle you can tag. Built for sponsors and creators. Use it however fits your channel.

**gamerperks.com**

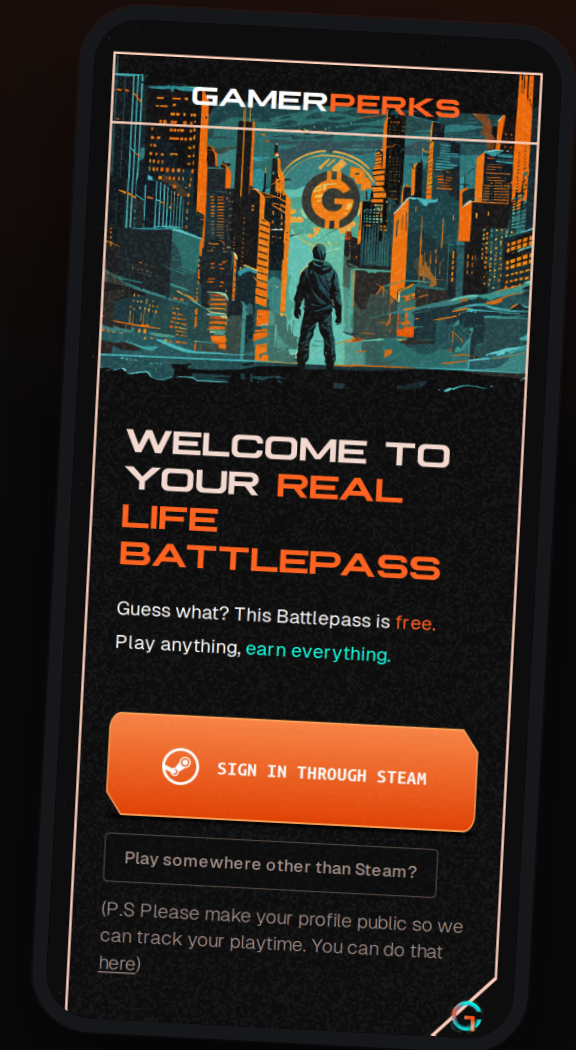
Live on Steam

**@earngamerperks**

Every channel

**marketing@gamerperks.com**

Creator partnerships



## OUR STORY

# Gaming takes. We built the part that **gives back.**

Three guys got tired of what gaming had become. Triple A studios shipping half finished games at full price. Battle passes you pay for, then grind for. Loot boxes, skins, subscriptions. Corporations squeezing the people who love games most and handing nothing back. **Every other hobby rewards you. Fly and you get miles. Spend and you get points. Game for 2,000 hours and you get a trophy screen.** So they built the rewards program gaming never had.

## TWO WAYS TO FRAME IT

# Pick one per video. Don't mix.

### ROUTE A · BROAD AUDIENCES

## Airmiles for gamers

*"You play, you earn, you spend it on real stuff. It's airmiles, but for gaming."*

- Open with something everyone knows: miles, credit card points, cashback
- Land the contrast: every hobby rewards you except gaming
- Reveal: the rewards program gaming never had
- Words: points, miles, cashback, loyalty, earn, redeem

### ROUTE B · GAMING FIRST CHANNELS

## The Real Life Battle Pass

*"Every hour you play levels you up in the real world. A battle pass that pays you."*

- Open with the grind: XP, tiers, seasons, unlocks
- Flip it: what if the battle pass paid you instead?
- Reveal: a free pass where the rewards are real products
- Words: XP, level up, tiers, unlock, grind, season

**Either way, close on:** free forever · live on Steam · Xbox, PlayStation, mobile launching · companion bot on Discord.

## HOW IT WORKS

# Connect. Play. Redeem.

### Connect

**Live on Steam today.** Xbox, PlayStation, and mobile are launching next.  
Read only, no behaviour change.

### Play

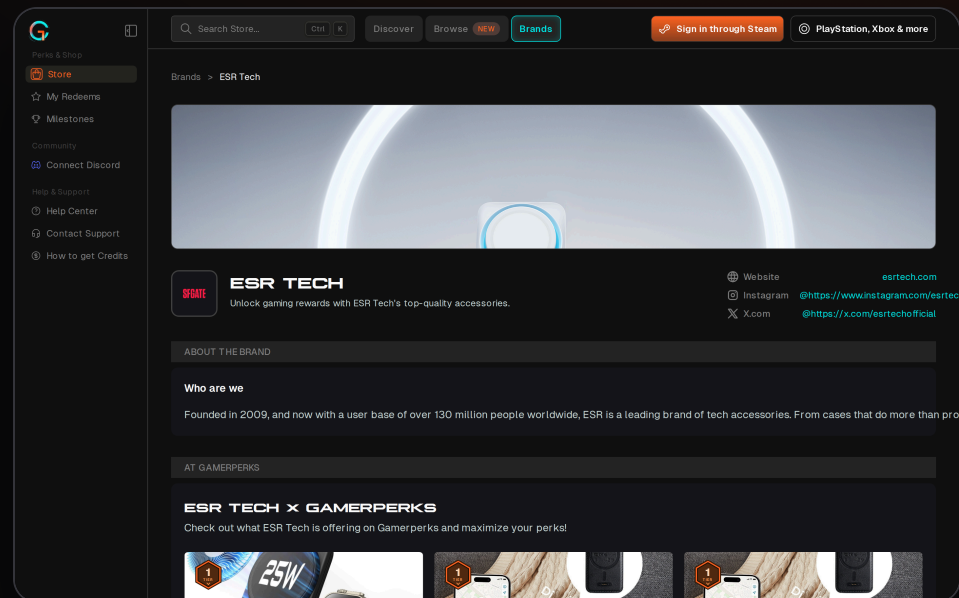
**Credits stack up in the background** from playtime, achievements, and milestones. Play what you already play.

### Redeem

**Spend Credits on deals from 100+ brands.** Gear, games, food and drink, streaming, lifestyle. Every deal beats the public price or it is not listed.

### Discord companion bot

**Join the Gamerperks Discord and the bot pings you after a session** so you never forget to claim what you earned.



## HOOKS THAT LAND

# Opening lines **by angle**

### THE MATH

**"2,000 hours on Steam."**

"Airlines reward you for flying. Why doesn't gaming reward you for playing?"

### RELATABLE

**"Platinum trophy. Zero real world value."**

"Sound familiar? What if your playtime actually paid off?"

### HOT TAKE

**"Every game wants you to buy their battle pass."**

"This one's free and rewards real life."

### THE STORY

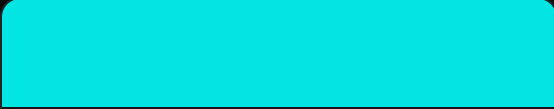
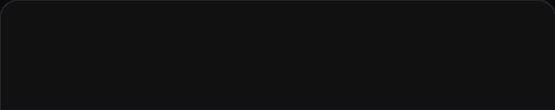
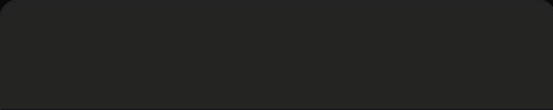
**"Three guys got sick of triple A taking."**

"So they built the rewards program gaming never had."

**CTAs are yours, not ours:** "link's in my bio", "I've put it in the description", "search Gamerperks, connect your Steam, thank me later." Full list in sample-hooks.txt.

## COLOUR SCHEME

# Make it look like it **belongs**

|                                                                                                                                                            |                                                                                                                                                                  |                                                                                                                                                        |                                                                                                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Orange</b><br/>#FF6423<br/>CTAs, "PERKS", highlights</p>           |  <p><b>Orange gradient</b><br/>#FF6423 → #934220<br/>Buttons, hero accents</p> |  <p><b>Turquoise</b><br/>#03E5E3<br/>Highlight words, sparingly</p> |  <p><b>Hot pink</b><br/>#F6175A<br/>Rare alerts and badges</p> |
|  <p><b>Background black</b><br/>#111111<br/>Page and video background</p> |  <p><b>Light black</b><br/>#242423<br/>Cards, panels</p>                       |  <p><b>Border grey</b><br/>#424242<br/>Dividers, outlines</p>       |  <p><b>White</b><br/>#FDFDFD<br/>Headlines, "GAMER"</p>        |

**GAMERPERKS**

Wordmark · Plateia Bold, uppercase. Always one word, capital G lowercase p when written.

**Alata**

Nav wordmark

**Geist**

Body text

## TAG US

Every handle  
you can **tag**.

|           |                                 |
|-----------|---------------------------------|
| TikTok    | @earngamerperks                 |
| Instagram | @earngamerperks                 |
| YouTube   | @earngamerperks                 |
| X         | @earngamerperks                 |
| Discord   | discord.gg/Yxjv3ZeatR           |
| LinkedIn  | linkedin.com/company/gamerperks |
| Web       | gamerperks.com                  |

## IN THIS PACK

Ready for  
your **edit bay**.

- **our-story.txt** the brief, read it or paraphrase it
- **two-routes.txt** Airmiles vs Real Life Battle Pass
- **talking-points.txt** one liner, 10s, 30s versions
- **sample-hooks.txt** hooks by angle, CTAs from your POV
- **brand-assets/** SVG wordmarks, 4000px PNGs, colour guide
- **product-screenshots/** live app at 2x, desktop and mobile
- **socials.txt** everything on this slide

**marketing@gamerperks.com**

Send us the link when it's live