



In Partnership with the Town of Cary

# The 2<sup>nd</sup> Annual Triangle ESports Championship

February 7-9

Herb Young Community Center

**SPONSORSHIP OPPORTUNITY FOR TEC 2020**





# TITLE SPONSORSHIP OVERVIEW **\$30,000** Investment

TEC returns February 7-9, 2020 at the Herb Young Community Center in Cary. In 2020, the event expands from one day to three days for the estimated 2,000 people in attendance!

Alongside the Town of Cary, TEC 2020 will be co-hosted by the Kramden Institute and Triangle Literacy Council (TLC). These partnerships distinguish TEC's standing as the only North Carolina Esports tournament where all proceeds go to charity. Last year's event raised nearly \$50,000 for community digital inclusion and literacy efforts.

## SPONSORSHIP OPPORTUNITY

Title Sponsorship of TEC 2020, offers a significant exposure across multiple media platforms and an opportunity for on-site exposure at the event.

ONSITE	BROADCAST: TV & RADIO	DIGITAL
<p><b>Display Area:</b> 12x12 onsite space during the entire three-day event.</p> <p><b>Signage:</b> Ability to hang banners and signage in top signage areas</p> <p><b>On-Site Marketing:</b> Opportunity to engage venue attendees with promotional material</p> <p><b>Lanyards:</b> Logo on 2,000 event lanyards – exclusive to Sponsor</p> <p><b>T-shirts:</b> Top logo position on the VIP T-shirts (200 total)</p> <p><b>Tote Bags:</b> Top logo position on the tote bags (2,000 total)</p> <p><b>Event Booklet:</b> Front cover and 2 full pages in the Triangle Esports Championship event booklet</p>	<p><b>Television:</b> 84 co-branded promotional ads to air January 13-February 7 (Exclusive to Sponsor)</p> <ul style="list-style-type: none"> <li>• 36 on WRAL-TV</li> <li>• 48 on FOX 50</li> </ul> <p>2019 Promo : <a href="https://vimeo.com/307492806/b9d2b33079">https://vimeo.com/307492806/b9d2b33079</a></p> <p><b>Radio:</b> 600 co-branded promotional ads to air January 13-February 7</p> <ul style="list-style-type: none"> <li>• 200 on 99.9 The Fan</li> <li>• 200 on Buzz Sports Radio</li> <li>• 200 on the Ticket</li> <li>• 200 matching promos on the online stream on 99.9 The Fan</li> </ul>	<p><b>Social Media:</b> 10 social media posts on 99.9 The Fan's social feeds (Facebook, Instagram, or Twitter)</p> <p><b>Display Ads:</b> Co-branded promotional digital display ads on WRAL.com - 1 million impressions to run January 13-February 7</p> <div data-bbox="1323 1021 1651 1292" data-label="Image"></div> <div data-bbox="1690 963 1903 1392" data-label="Image"></div>



# GAME SPONSORSHIP OVERVIEW \$15,000 Investment

TEC returns February 7-9, 2020 at the Herb Young Community Center in Cary. In 2020, the event expands from one day to three days for the estimated 2,000 people in attendance!

Alongside the Town of Cary, TEC 2020 will be co-hosted by the Kramden Institute and Triangle Literacy Council (TLC). These partnerships distinguish TEC's standing as the only North Carolina Esports tournament where all proceeds go to charity. Last year's event raised nearly \$50,000 for community digital inclusion and literacy efforts.

## SPONSORSHIP OPPORTUNITY

The Game Sponsorship of TEC 2020, offers you a significant exposure across multiple media platforms and an opportunity for on-site exposure at the event. The Tournaments for the TEC event include,

- Fortnite Duos (\$3,000 champions prize)
- Rocket League (\$4,000 champions prize)
- Super Smash Brothers Ultimate (\$2,000 champions prize)
- Street Fighter Arcade Edition (\$2,000 champions prize)

ONSITE	RADIO	DIGITAL
<p><b>Display Area:</b> 12x12 onsite space during the entire three-day event.</p> <p><b>Signage:</b> Ability to hang banners and signage in top signage areas</p> <p><b>On-Site Marketing:</b> Opportunity to engage venue attendees with promotional material</p> <p><b>Sponsor presented Winners Prizes (already Provided):</b> for each game played the winners will receive tickets for the 2021 Dreamhack event in Atlanta along with prize money.</p> <p><b>Streaming:</b> The Sponsor logo will appear on Twitch and Mixer for all championship matches (approx. 1hr per tournament; 4 total tournaments).</p> <p><b>Event Booklet:</b> 2 full pages in the Triangle Esports Championship event booklet and Back Cover.</p>	<p><b>Radio:</b> 600 co-branded promotional ads to air January 13-February 7</p> <ul style="list-style-type: none"> <li>• 100 on 99.9 The Fan</li> <li>• 100 on Buzz Sports Radio</li> <li>• 100 on the Ticket</li> <li>• 100 matching promos on the online stream on 99.9 The Fan</li> </ul>	<p><b>Social Media:</b> 10 social media posts on 99.9 The Fan's social feeds (Facebook, Instagram, or Twitter)</p> <p><b>Display Ads:</b> Co-branded promotional digital display ads on WRAL.com - 500K impressions to run January 13-February 7</p> <div data-bbox="1323 1021 1651 1285" data-label="Image"></div> <div data-bbox="1690 963 1903 1392" data-label="Image"></div>

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## GOLD TIER TEC SPONSORSHIP OPPORTUNITY **\$5,000 Investment (6 Available)**

**Display Area:** 12x12 onsite space during the entire three-day event.

**Signage:** Ability to hang banners and signage in available signage areas

**On-Site Marketing:** Opportunity to engage venue attendees with promotional material

**Event Booklet:** A Full page in the Triangle Esports Championship event booklet.

**Display Ads:** Co-branded promotional digital display ads on WRAL.com - 500K impressions to run January 13-February 7



## SILVER TIER TEC SPONSORSHIP OPPORTUNITY **\$3,500 Investment (12 available)**

**Display Area:** 6x6 onsite space during the entire three-day event.

**Signage:** Ability to hang banners and signage in available signage areas

**On-Site Marketing:** Opportunity to engage venue attendees with promotional material

**Event Booklet:** A Full page in the Triangle Esports Championship event booklet.

**Display Ads:** Co-branded promotional digital display ads on WRAL.com - 250K impressions to run January 13-February 7



## BRONZE TIER TEC SPONSORSHIP OPPORTUNITY **\$1,500 Investment (12 available)**

**Display Area:** 6x6 onsite space during the entire three-day event.

**Signage:** Ability to hang banners and signage in available signage areas

**On-Site Marketing:** Opportunity to engage venue attendees with promotional material

**Event Booklet:** ½ page in the Triangle Esports Championship event booklet.

**Display Ads:** Co-branded promotional digital display ads on WRAL.com - 100K impressions to run January 13-February 7

