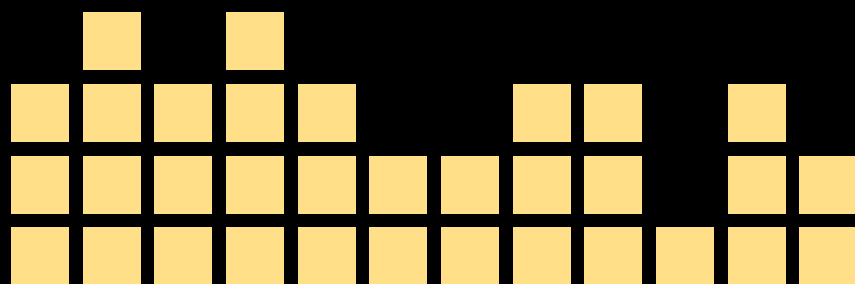


★★★ SPONSORSHIP PACKET ★★★



CTWC



**7TH ANNUAL CLASSIC[®]
CLASSIC TETRIS[®]
WORLD CHAMPIONSHIP**

OCTOBER 22-23 2016
PORTLAND RETRO GAMING EXPO

CONTACT US

TETRISCHAMPIONSHIP@GMAIL.COM

The seventh annual Classic Tetris World Championship (“CTWC”) will be held at the Portland Retro Gaming Expo in the Portland Convention Center on Oct. 22 and 23. A tournament that was originally spawned during the production of the award-winning Tetris documentary, “Ecstasy of Order: The Tetris Masters” in 2010, the **CTWC has since come into its own as a world-class e-sports spectacular.** On the big weekend, former champs Harry Hong (2014) and Jonas Neubauer (2015), as well as new competitors such as European Champ Jani Herlevi and Japanese Tetris Grand Master Koryan will all descend on Portland with dreams of Tetris glory.

Thanks to the CTWC, interest in mastering the classic version of NES Tetris has exploded. At the time of CTWC I, there were only three players in the world known to have reached the maximum score of a million points. **Entering CTWC VII, there are 26 verified “Max-Outs” and counting!** With most of those Max-Out artists competing, competition is sure to be intense.

The Portland Retro Gaming Expo is the **largest event of its kind** and continues to grow each year, with nearly **11,500 people expected to attend** over the weekend, with eager gamers flying in from all over the country for the once-a-year opportunity.

The CTWC is the marquee event of the expo, holding the top spot on the PRGE website in the months leading to the big weekend. Expo director Chuck Van Pelt has reserved **the largest space available for the tournament, positioning it for maximum visibility.**

Over the two days, thousands of passers-by will marvel at the amazing Tetris spectacle presented on a giant 25-foot screen. The message is loud and clear to all in attendance:

Tetris is the king of video games!



**Jonas Neubauer
2015 Champ**

**Harry Hong
2014 Champ**

☆☆☆ **CURRENT AND PREVIOUS SPONSORS** ☆☆☆

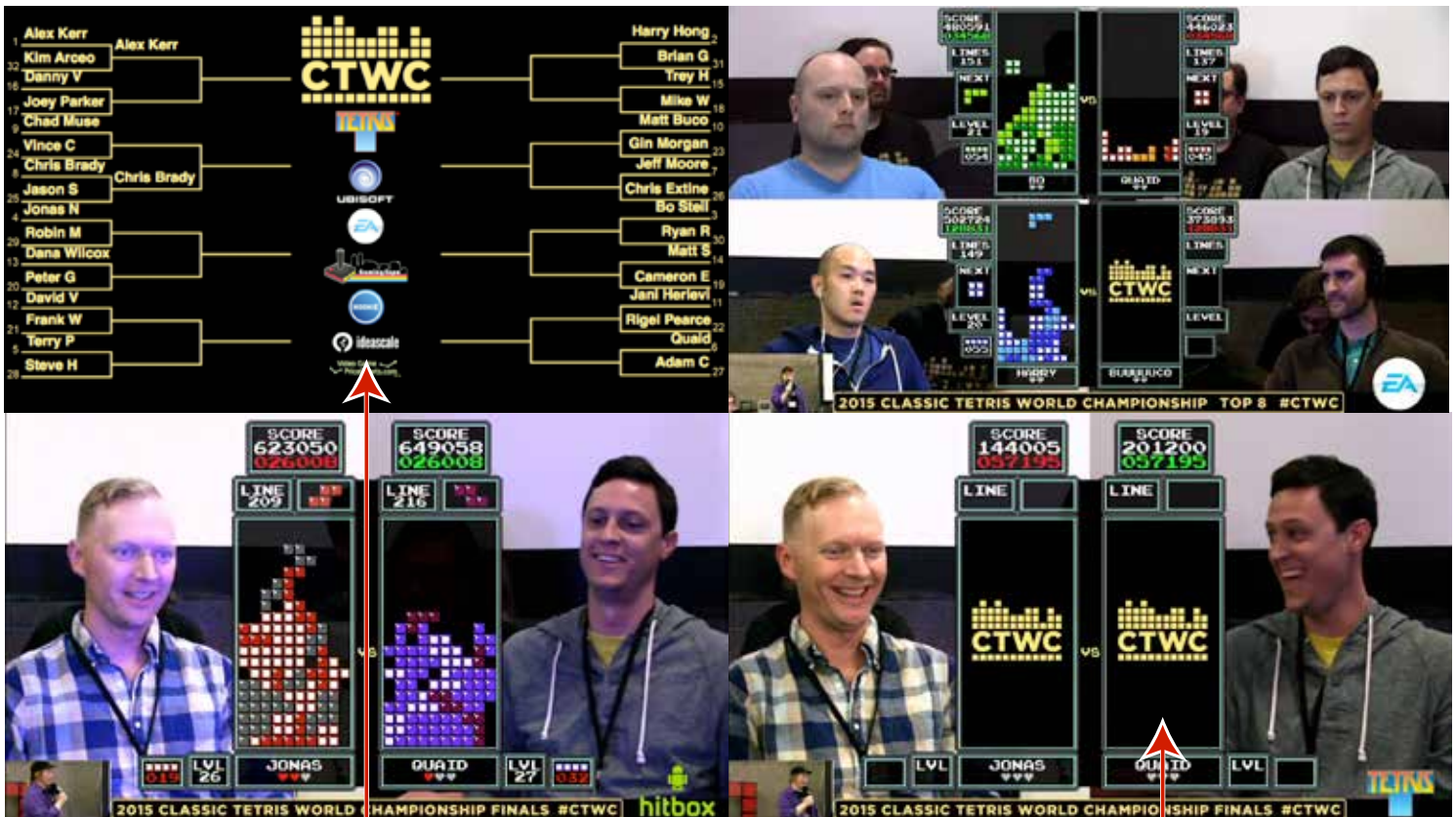


☆☆☆ LIVE STREAM ☆☆☆

With previous tournaments enticing nearly **500 live spectators** joined by nearly **50k online viewers** during the **Final 8**, the tournament takes on the air of a major sporting event. The built-in suspense of classic Tetris really connects with the crowd, and keeps the audience gasping in awe at the death-defying feats of the contestants.

The **CTWC** could not exist without the help of our amazingly generous sponsors. Of course, the tournament begins with the simple but classic game and the players who have mastered it, but thanks to previous sponsors such as Electronic Arts, Ubisoft, Blue Planet Software, Ideascale, and many others, the CTWC has elevated to the level of a full-scale sporting event. We've developed our own live streaming technology to capture the excitement of competitive Tetris. **Live player cams, game displays, and color commentary are composited into a HD stream that can be viewed live in real-time around the world.** There are several opportunities for logo placement in the stream depending on your level of sponsorship.

To take the next leap, partnering with the right sponsors that share our vision will be essential. As the CTWC brand continues to expand to the Classic Tetris European Championship in Copenhagen, as well as satellite tournaments in Texas, Singapore, and **drawing competitors from as far as Japan**, opportunities for exposure are growing exponentially.



YOUR LOGO HERE

☆☆☆ 2015 STATISTICS ☆☆☆

- 68 players competed from around the world.
- 500+ plus spectators onsite, and more than 47,000 online.
- 11.5K+ attendees overall for the Portland Retro Gaming Expo.
- A total of 7.6M impressions with coverage running in key local (Portland/Pacific Northwest) and national outlets.
- More than 420 tweets regarding last year's CTWC from 260 contributors, resulting in 1.3M accounts reached and an estimated 4.2M impressions.

PRGE Demographics:

- 20% 18-25 age group, 45% 26-32 age group and 35% are 33-plus.
- Nearly 60% of respondents came to the Expo with the specific intention to make a gaming-related purchase.
- Over 90% indicated that they would definitely return to the Expo

CTWC YouTube - 213 Followers

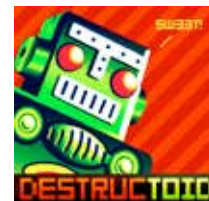
- "Top 8 - Classic Tetris World Championship 2015" - 37,287 views
- "2010 Classic Tetris World Championship-Final Round" - 119,265 views
- "2012 Tetris World Championships Top 8 FINAL ROUND" - 30,306 views

Buzzfeed Video - "What It's Like To Be A Tetris Master" - 783,945 views

Facebook Fan Page - Classic Tetris World Championship - 3,258 fans

Tetrishampionship.com - 100,000 annual visitors.

☆☆☆ COVERAGE ☆☆☆



Official Video Game World Records • Player Achievement • Historical Archive



We at the **CTWC** always give our sponsors the red carpet treatment, whether it be front row seats, specially programmed and timed social media blasts, or personal introductions with the champions. This is a unique opportunity to share in the pride that comes with granting these incredible mental athletes the spotlight they deserve. **We eagerly anticipate your involvement and hope you will consider becoming a member of the CTWC family this year and beyond.**

Please review the sponsorship opportunities included in this packet and reach out to the CTWC team with any thoughts or inquiries you might have.

☆☆☆ **GOLD LEVEL SPONSOR** ☆☆☆

\$5,000+

- Exclusively sponsored by your company on all marketing materials and prominent logo placement.
- Logo on live stream in kill screen box and rotating banner, lives on forever on CTWC YouTube channel.
- Facebook post with strategic brand messaging including logo or mutually agreed upon image.
- Logo on CTWC website for 1 year with link to your website.
- Before the finals we have a break, this is a time where you could get up on stage and talk about your company, show something off, or present a quick video, 5-10 minutes available.
- On Saturday, during our qualifiers, we could set up a station within our tournament area where you could demo something, give out items.
- Presented by gift bag including all give-aways.
- Live thank you's and shout outs during the tournament and on the stream forever.
- Admission to the expo for 4.
- Premium seating during the tournament on Sunday.
- Meet and greets with players.

☆☆☆ **SILVER LEVEL SPONSOR** ☆☆☆

\$2,500+

- Large logo inclusion as part of a "Presented By" section with other companies on marketing materials
- Logo on live stream in kill screen box and rotating banner, lives on forever on CTWC YouTube channel.
- Facebook post with strategic brand messaging including logo or mutually agreed upon image.
- Logo on CTWC website for 1 year with link to your website.
- Presented by gift bag including all give-aways.
- Live thank you's and shout outs during the tournament and on the stream forever.
- Admission to the expo for 2.
- Premium seating during the tournament on Sunday.
- Meet and greets with players.

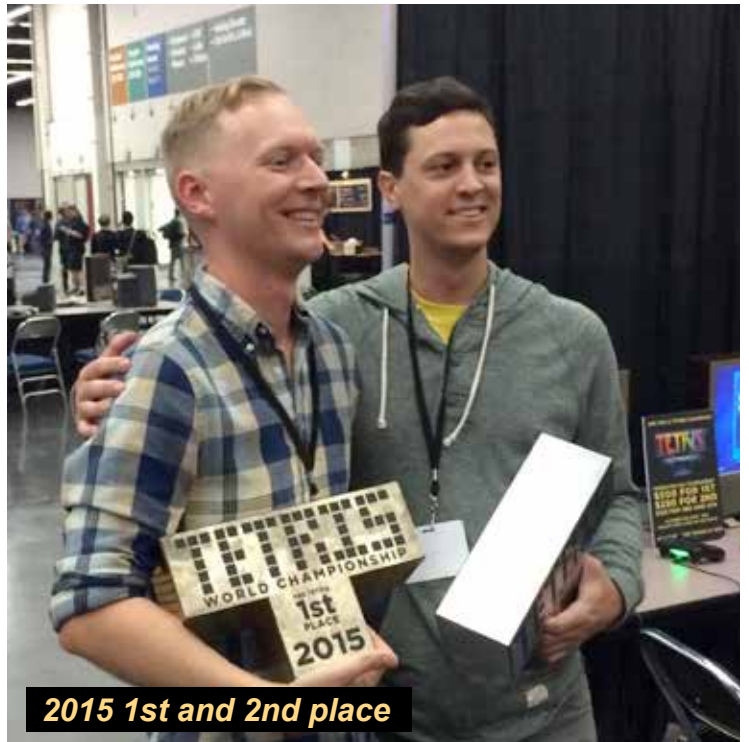
☆☆☆ **BRONZE LEVEL SPONSOR** ☆☆☆

\$1,000+

- Facebook post with strategic brand messaging including logo or mutually agreed upon image.
- Small sized logo inclusion on various print items surrounding the tournament.
- Logo on CTWC website for 1 year with link to your website.
- Meet and greets with players.



The crowd loves it!



2015 1st and 2nd place



Qualifying is ON!



A victory clap!



Moments after winning



Loads of Tetris fans