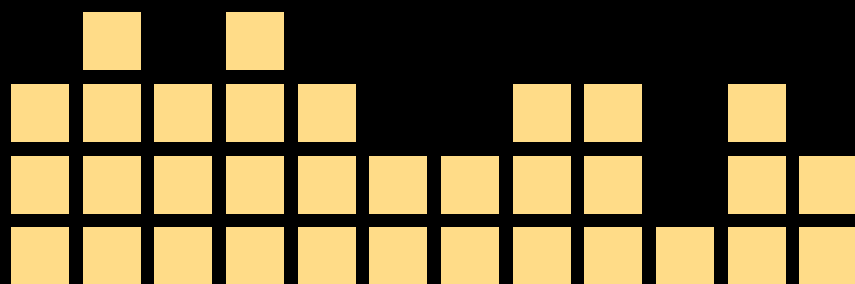


★★★ SPONSORSHIP PACKET ★★★



CTWC



**9TH ANNUAL CLASSIC[®]
CLASSIC TETRIS[®]
WORLD CHAMPIONSHIP**

OCTOBER 20-21 2018
PORTLAND RETRO GAMING EXPO

CONTACT US

TETRISCHAMPIONSHIP@GMAIL.COM

☆☆☆ THE CTWC ☆☆☆

The ninth annual Classic Tetris World Championship (“CTWC”) will be held at the Portland Retro Gaming Expo in the Portland Convention Center on Oct. 20 and 21. 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 Jonas Neubauer (2017) and Harry Hong (2014), 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.

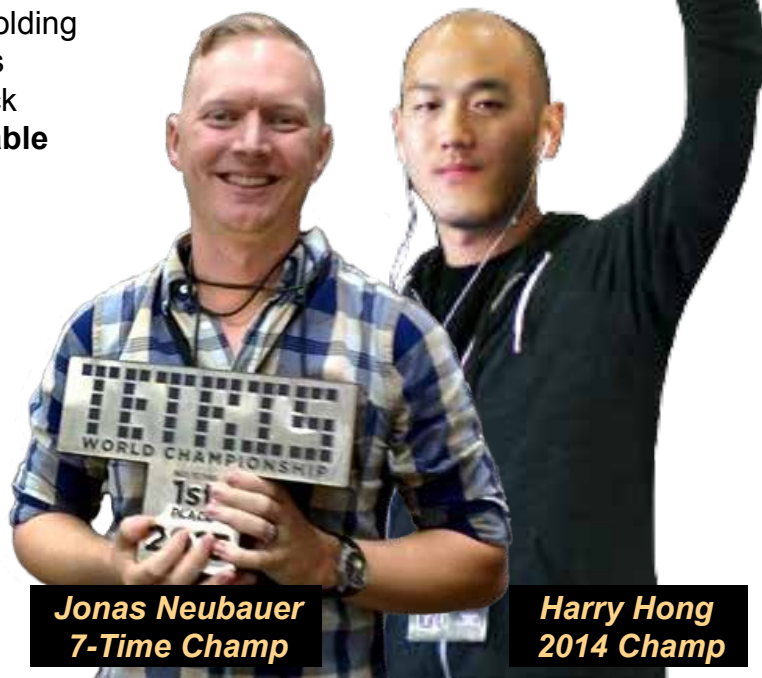
Thanks to the CTWC, interest in mastering the classic version of NES Tetris has exploded. At the time of CTWC I, there were only three players in the world known to have reached the maximum score of a million points. **Entering CTWC 9, there are 30 verified “Max-Outs” and counting!** With most of those 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 **16,000+ 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
7-Time Champ**

**Harry Hong
2014 Champ**



Top 32 Class Photo

☆☆☆ LIVE STREAM ☆☆☆

With previous tournaments enticing nearly **800+ live spectators** joined by nearly **200k+ 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 The Tetris Company, Blue Planet Software, Electronic Arts, Ubisoft, SEGA, 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, CTWC Asia in Hong Kong, CTWC Germany at GamesCon, CTWC Australia, as well 5 satellite tournaments in the US, and **drawing competitors from as far as Japan, Finland, Australia, opportunities for exposure are growing exponentially**.



YOUR LOGO HERE

☆☆☆ 2017 STATISTICS ☆☆☆

- 100 players competed from around the world.
- 800+ plus spectators onsite, and more than 200,000+ online.
- 16K+ 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 - 46,893 Subscribers

- "Finals - 2016 Classic Tetris World Championship" - 8.6 Million Views
- "Top 4 - 2016 Classic Tetris World Championship" - 7.1 Million Views
- "Finals- 2017 Classic Tetris World Championship" - 890k Views
- "Top 4 - Alex Kerr vs. Jonas Neubauer 2015" - 710k Views

Facebook Fan Page - Classic Tetris World Championship - 5,525 fans

Twitch - 3,937 Followers

TheCTWC.com - 100,000 annual visitors.

☆☆☆ COVERAGE ☆☆☆

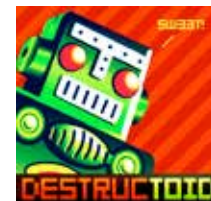





























Official Video Game World Records • Player Achievement • Historical Archive



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** ☆☆☆

\$10,000+

- Sponsored by your company on all marketing materials and prominent logo placement.
- Logo on live stream in bottom right corner rotating with other sponsors, lives on forever on CTWC YouTube channel.
- Branded message on rotating banner during live stream. Lives on CTWC YouTube Channel forever
- Facebook post with strategic brand messaging including logo or mutually agreed upon image.
- Logo on theCTWC.com for 1 year with link to your website.
- Before the finals we have a break, this is a time where you could show a video about your company 1-2 minutes.
- On Saturday, during our qualifiers, we could set up a station within our tournament area where you could demo something, give out items.
- 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** ☆☆☆

\$5,000+

- Large logo inclusion on entry banner and on marketing materials
- 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.
- 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** ☆☆☆

\$2,500+

- 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.



CTWC Staff



2017 CLASSIC TETRIS WORLD CHAMPIONSHIP QUALIFYING



Chris Tang & James Chen



Qualifying Day

