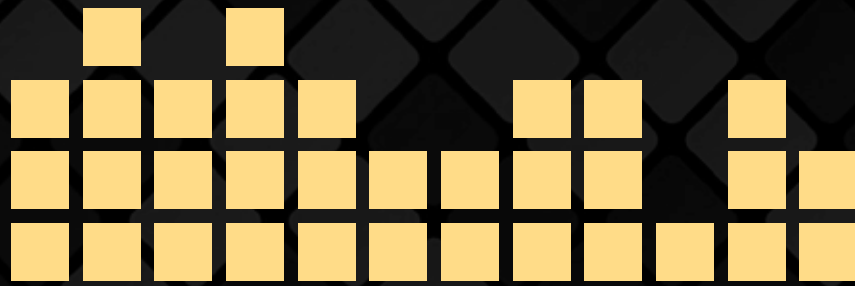


SPONSORSHIP OPPORTUNITIES



CTWC



**11TH ANNUAL
CLASSIC TETRIS[®]
WORLD CHAMPIONSHIP**

OCT 12TH - DEC 6TH 2020

TWITCH.TV/CLASSICTETRIS

CONTACT US

CTWCsponsorship@GMAIL.COM

www.TheCTWC.com

THE CTWC


Inspired by the historic 1990 Nintendo World Championships, the Classic Tetris World Championship (CTWC) brings the love of classic Tetris into the 21st century. The annual championship draws elite Tetris players from around the world who compete to determine the ultimate champion. Celebrating its 11th year, the CTWC has established itself as a world-class e-sports spectacular, attracting more than 600,000 live online viewers during the event and millions of views on our YouTube videos.

LIVE STREAM

As of 2019, CTWC has entered a partnership with Twitch, the premier video game streaming platform. The CTWC has secured placement on the front page of Twitch, viewed by millions of users daily.

The CTWC live stream utilizes state-of-the-art technology to simultaneously present player cams, game displays, real-time statistics and color commentary with professional e-sports personalities.

EXPOSURE

| | | | |
|--------------------------------------------------------------------------------------------------|----------------------------|-----------------------------|----------------------------|
|  YouTube | 154k subscribers | 65.1m total views | 1.2b impressions |
| Finals 2018 CTWC Jonas Neubauer vs Joseph Saelee | | | 13 Million Views |
| Finals 2016 CTWC Jonas Neubauer vs Jeff Moore | | | 11 Million Views |
| Semis 2019 CTWC Joseph Saelee vs Koryan | | | 2.1 Million Views |

twitch

28.4k
followers

1.25m
live views

607k
live views ctwc 2019

facebook

9.9k
followers

324k
impressions/yr

197k
engagements

twitter

6.6k
followers

7.2k
user mentions

8.3m
impressions

 **Instagram**

3.8k
followers

290k
impressions/yr

81.3k
reach/yr

ESPN **Rolling Stone** **PROVOC** **IGN**

USA TODAY **FOX NEWS** **BBC NEWS** **WEEKLY**

WIRED **KOTAKU** **Feed** **cnet** **Nerdist**

more than 500m impressions via media

CTWC 2020

Due to Covid-19, CTWC 2020 will be held entirely online over the course of 8 weeks. Starting with qualifying on October 12th and ending with the main event on December 6th. CTWC 2020 will feature 64 players in a double elimination bracket to decide the 2020 CTWC champion. We will also host a 32-player bracket for those who do not make the Top 64 that will be single elimination.

The brackets begin on October 31st and run over the course of two weekends to decide the Top 8 players. During the month of November, our YouTube channel will feature all the videos of the event leading up to the Top 8. **With more than 150 hours of streaming, this will create countless opportunities to highlight sponsors as the tournament amasses hype for the main event.**

SPONSORSHIP PACKAGES

CTWC is excited to offer a wide variety of partnership opportunities for corporate sponsors of our annual competition. Below is an outline of our sponsorship packages and inclusions. **We understand that each of our partners may have unique interests and goals to maximize brand exposure, and we are happy to work with you to tailor any specifications that your organization may have.**

We look forward to working with you and welcoming you as a sponsor of CTWC 2020!

GOLD LEVEL SPONSORSHIP

\$15,000

- Logo placement on rotating banner in Twitch live stream and CTWC YouTube channel
- Branded message on rotating banner during live stream and CTWC YouTube channel
- Link to company website in YouTube description on all new videos for one year
- Three (3) Facebook, Twitter and Instagram posts with branded messaging including logo or image
- Pre-recorded interview with corporate brand ambassador (5-minute max) to play during live stream
- Logo on the CTWC homepage for one year with link to sponsor website and 500-word corporate bio
- Branded video (1-2 minute) prior to the Championship Round on Twitch live stream
- Acknowledgement throughout tournament, with branded message during championship (150 words)
- Logo inclusion in end title cards at conclusion of all CTWC 2020 YouTube videos
- Logo prominently displayed on CTWC social channel banners (YouTube, Facebook, Twitch, CTWC website) for one year

SILVER LEVEL SPONSORSHIP

\$7,500

- Three (3) Facebook, Twitter and Instagram posts with branded messaging including logo or image
- Pre-recorded interview with corporate brand ambassador (2-minute max) to play during live stream
- Logo on the CTWC homepage for one year with link to sponsor website
- Acknowledgement throughout tournament, including branded message (100 words)

BRONZE LEVEL SPONSORSHIP

\$5,000

- One (1) Facebook, Twitter and Instagram post with branded messaging including logo or image
- Logo on the CTWC homepage for one year with link to sponsor website
- Acknowledgement throughout tournament, including branded message (50 words)

ADDITIONAL SPONSORSHIP UPGRADES

In addition to our sponsorship packages, CTWC is offering customizable opportunities and al-a-carte upgrades to maximize your brand exposure, including:

CTWC 2021 YEAR-ROUND SPONSOR \$100,000

CTWC has events around the world throughout the year. In 2019, we held 17 international and regional events leading up to the championship. As a year-round sponsor, your company can take advantage of brand exposure through the entire 2021 CTWC season in addition to the perks of the Gold Level Sponsor for CTWC 2020 and 2021. Additionally, you will receive:

- Logo placement on all CTWC international and regional events throughout the 2021 CTWC season
- “Presented By” logo on all video intro’s uploaded to YouTube during the 2021 CTWC season
- Acknowledgement throughout each tournament, with branded message (150 words)
- Social media posts with strategic brand messaging, including logo or image, on a monthly basis
- Logo inclusion and sponsor mention on all announcements of new CTWC 2021 season events

SPONSOR PRODUCT VIDEOS \$20,000

CTWC will coordinate and produce promotional videos featuring top CTWC players with your products, which may include (all subject to sponsor’s approval):

- Player reactions and reviews
- Expert tips and tricks
- Package unboxing
- Interviews with sponsor ambassador

ESPN 2 CTWC SPECIAL SPONSOR* \$20,000

CTWC is currently working with ESPN to secure its third special recap of the tournament, and we are offering an exclusive sponsorship to be featured throughout the broadcast. Opportunities include:

- “Presented By” sponsor billboard during opening titles and at return from commercial breaks
- “Block by Block” slo-mo gameplay highlights with sponsor billboards
- Corporate logo prominently displayed throughout ESPN broadcast(s)

(*ESPN Special still in negotiations)

CUSTOMIZE YOUR EXPERIENCE

CTWC welcomes any and all ideas you may have as a potential sponsor. Please contact us to develop a custom sponsorship package and budget.

Thank You

for your consideration



Joseph Saelee
2018 & 2019 Champ

Jonas Neubauer
7-Time Champ

Harry Hong
2014 Champ