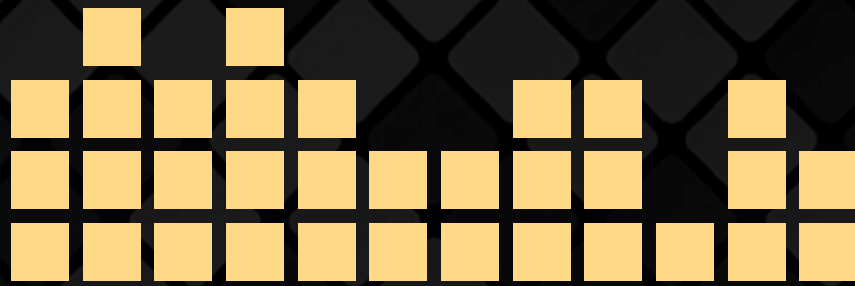


SPONSORSHIP OPPORTUNITIES



CTWC



15TH ANNUAL CLASSIC TETRIS WORLD CHAMPIONSHIP

JUNE 6th - 8th, 2025

SOCAL RETRO GAMING EXPO
Pasadena, CA

CONTACT US

TetrisChampionship@GMAIL.COM
www.TheCTWC.com







THE CTWC

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 become the ultimate champion. Celebrating its 15th year, the CTWC has established itself as a world-class e-sports spectacular, attracting more than 6.3 million live online viewers during the event and 90+ million views on our YouTube videos.

LIVE STREAM

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. We now simultaneously stream live to Twitch, YouTube, Facebook, X, Kick, Instagram, and TikTok.

EXPOSURE

| | | | |
|---|----------------------------|----------------------------------|------------------------------------|
|  YouTube | 194k subscribers | 95.8m total views | 1.8b impressions |
|  twitch | 65.5k followers | 6.8m live views | 185k live views ctwc '24 |
|  facebook | 48.4k followers | 19.6m impressions/yr | 2.8m engagements/yr |
|  twitter | 11.2k followers | 40.3k user mentions/yr | 2.9m impressions/yr |
|  Instagram | 9.7k followers | 962k impressions/yr | 2.7m reach/yr |
|  TikTok | 8.6k followers | 39.7m total views | 609k Likes |












LIVE EVENTS AND DEMOGRAPHICS







CTWC has events throughout the year where there's lots of opportunities for sponsorship and brand exposure. Top level players come out to compete and hone their skills even further so they can compete in the world championship

| CTWC 2025 World Tour | | | * Tentative Date In the works |
|---|---------------------------|---------------------|----------------------------------|
|  | 2 Boston 2 Parity | Boston, MA | Jan 11-12 |
| | CTWC x Genesis | San Jose, CA | February 14-16 |
| | CTWC Detroit* | Detroit, MI | March 15th |
| | CTWC Phoenix | Phoenix, AZ | April 4-6 |
| | CTWC Midwest | Milwaukee, WI | April 4-6 |
| | CTWC Vegas | Las Vegas, NV | April 12 |
| | CTWC Portland | Portland, OR | April/May |
| | CTWC Mexico* | Mexico City, Mexico | April 26/27 |
| | CTWC Chicago* | Chicago, IL | May 10-11 |
| | CTWC Paris* | Paris, France | May 16-18 |
| | WORLD CHAMPIONSHIP | Pasadena, CA | June 6-8 |
| | CTWC Singapore | Singapore | June |
| | CTWC Philly | Philadelphia, PA | June 27-29 |
| | CTWC SoCal | Irvine, CA | July 5th |
| | CTWC Montreal* | Montreal, Canada | July 24-27 |
| | CTWC Vietnam | Vietnam | July/August |
| | CTWC DAS | Cologne, Germany | Summer, 2025 |
| | CTWC Minneapolis | Minneapolis, MN | Summer, 2025 |
| | CTWC Kansas City | Kansas City, MO | Summer, 2025 |
| | CTWC Poland | Poland | Summer, 2025 |
| | CTWC UK | United Kingdom | Summer, 2025 |
| | WPL Championship* | Columbus, OH | August 9 |
| | CTWC Gamescom | Cologne, Germany | August 20-24 |
| | CTWC Northeast* | Hartford, CT | September 12-14 |
| | CTWC Colombia* | Bogota CO | October 9-13 |
| | CTWC JONAS CUP | Portland, OR | October 17-19 |

PRO PLAYER DEMOGRAPHICS

| | | |
|---|----------------|-----|
|  | United States | 547 |
|  | Poland | 152 |
|  | Germany | 114 |
|  | Canada | 101 |
|  | United Kingdom | 84 |
|  | Australia | 70 |
|  | Singapore | 25 |
|  | Netherlands | 23 |
|  | France | 23 |
|  | Russia | 22 |
|  | Sweden | 18 |
|  | Spain | 17 |
|  | Mexico | 13 |

YOUTUBE VIEWERSHIP DEMOGRAPHICS

| | | |
|---|-------------------|-----|
|  | United States | 23% |
|  | Indonesia | 7% |
|  | Germany | 6% |
|  | Canada | 4% |
|  | United Kingdom | 4% |
|  | Brazil | 4% |
| | Rest of the World | 52% |

AGE

| | |
|-------|-----|
| 13-17 | 6% |
| 18-24 | 33% |
| 25-34 | 37% |
| 35+ | 24% |

ONLINE ACTION ALL YEAR ROUND

*FRIDAY NIGHT
FIGHTS*

MMA
MONDAY
NIGHT
MAYHEM

CTWC has added new content to their channels airing year round on Twitch, YouTube, Kick, Facebook, X, Instagram, and TikTok. This gives sponsors even more opportunities for brand exposure throughout the year. In addition to the shows below we will be adding more and more content to the channel, including player spotlights and PB chase-downs.

TETRIS FRIENDLIES - FRIDAYS AND MONDAYS

Tetris Friendlies is the longest running weekly episodic Classic Tetris show on Earth, airing on Mondays and Fridays at 6pm ET/3pm PT for over 3 years! With a "Wrestling Style" vibe, Friendlies has become the place where the top tier players come to test their skill, vying for our Friendlies Championships, which are available in many different skill levels. **ARE YOU READY FOR THE HYPE!**

CTWC 2025 MAIN EVENT

CTWC 2025 will be live and in person at the SoCal Retro Gaming Expo, our event for the past 16 years has been **enticing thousands of live spectators joined by nearly 1.4+ million online viewers, the tournament takes on the air of a major sporting event.** The built-in suspense of classic Tetris holds the crowd captive as they gasp in awe at the death-defying feats of the competitors.

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 2025!

GOLD LEVEL SPONSORSHIP

\$15,000

- Logo placement on rotating banner in Twitch live stream and CTWC YouTube channel
- Branded message on rotating text banner during live stream and CTWC YouTube channel
- Branded image slate (1920x1080) to be shown throughout live broadcast
- Logo placement on CTWC images and announcements throughout the year
- 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
- Logo on the TheCTWC.com for one year with link to sponsor website
- Branded video (1-2 minute) to play on Twitch live stream during the tournament
- Acknowledgement throughout tournament, with branded message during championship (150 words)
- Logo inclusion in end title cards at conclusion of all CTWC 2025 YouTube videos
- Exhibit booth in CTWC tournament area to promote your brand or product
- Logo inclusion on entry banner and on marketing materials
- Admission to the expo for 4

SILVER LEVEL SPONSORSHIP

\$7,500

- Three (3) Facebook, Twitter and Instagram posts 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 (100 words)
- Logo inclusion on entry banner and on marketing materials
- Admission to the expo for 2

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)
- Logo inclusion on entry banner and on marketing materials

ADDITIONAL SPONSORSHIP UPGRADES

In addition to our sponsorship packages, CTWC is offering customizable opportunities for year round upgrades to maximize your brand exposure throughout the year.

CTWC 2025 YEAR-ROUND SPONSOR \$100,000

CTWC has events around the world throughout the year. In 2024, we held 25+ 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 2025 CTWC season in addition to the perks of the Gold Level Sponsor for CTWC 2025. Additionally, you will receive:

- Logo placement on all CTWC international, regional, and online events throughout the 2025 CTWC season
- "Presented By" logo on video uploaded to YouTube during the 2025 CTWC season
- Weekly acknowledgement throughout each tournament and online show with branded message
- Social media posts with strategic brand messaging, including logo or image, on a monthly basis
- Logo inclusion and sponsor mention on all announcements of CTWC 2025 season events

SPONSOR PRODUCT VIDEOS

\$10,000

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

Upon sponsor's approval, videos will be shared with 194k CTWC subscribers and available to sponsor for promotional use outside of the CTWC platform.

REGIONAL EVENT SPONSOR

\$5,000

CTWC has regional events year round. Let us know if you want to help support a specific event.

- Three (3) Facebook, Twitter and Instagram posts 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 (100 words)
- Logo inclusion on entry banner and on marketing materials
- Admission to the event for 2

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

