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S P O N S O R S H I P
O P P O R T U N I T I E S

PART 1

OVERVIEW OF XP LEAGUE

A group of five young esports players, three boys and two girls, are posed together. They are wearing white jerseys with black diagonal stripes and a 'HEROES' logo featuring a stylized bird. One player in the center is sitting and smiling, while the others are standing behind him. They are holding various gaming controllers. The background is dark, and the overall image has a blue tint.

WELCOME TO XP LEAGUE

XP League is the premier coach-led youth esports league in North America, with more than 50* locations spanning across the US and Canada.

The league is dedicated to promoting the positive aspects of competitive gaming with an emphasis on **inclusion, diversity, community, and social responsibilities.**

*As of March 15, 2023



LEAGUE

Historically, esports competitors have been viewed as a subset of what is considered a "traditional athlete", but XP League validates young gamers in the same light.

Players participate in multiple tournaments throughout the year such as Pro-Ams, Seasonal pop-up tourneys, Split playoffs and North American Regionals.

Our Regionals competition seeds to the largest event of the year, **North American Finals**.

An experience which cannot be matched.



North American Finals is a two day invitational, and the **crown jewel** of the XP League experience.

The top teams from the US and Canada travel to compete in this two-day tournament, exposing players to a pro-level experience, college recruiting, pro-team activations, and much more.



PART 2

2023 NORTH AMERICAN FINALS



2023 NORTH AMERICAN FINALS

JUNE 24-25, 2023

**FULL SAIL UNIVERSITY
ORLANDO, FLORIDA**

The top 56 XP League teams, consisting of 300+ players, will compete across 5 major game titles* at the 2023 Finals.

Tournament play will span 2 days with a check-in/welcome event Friday, June 23, 2023. A full-blown professional scale production will be hosted and streamed on Twitch and Youtube Live over the course of the event.

Attendance is projected at 1K+ in-person, in line with prior year and growth.

*Valorant, Fortnite, Overwatch 2, Rocket League, and Apex Legends

Tournament play will take place at both the Orlando Health Fortress and the Full Sail Live Venue.

The Orlando Health Fortress at Full Sail is an on-campus collegiate esports arena with a capacity of 500 and a concert-level PA system. Its LED wall can support dynamic presentations and graphics. The Fortress is the largest collegiate esports arena in the US.

The Full Sail Live Venue is an acoustically engineered multi-purpose facility that serves as a live performance venue known for hosting concerts, conferences, film and television productions, and more.



Working conceptual layout for the 2023 North American Finals
The Orlando Health Fortress, top
The Live Venue, bottom



FULL SAIL
UNIVERSITY

2023 PARTNERS

CHARITY PARTNER

As in previous years, we will hold raffles and fund raise through our partnership supporting the Leukemia Lymphoma Society's Tilt Cancer. Our goal is to raise \$10,000 this year.



PRO-ORG PARTNERS

All of XP League's Pro-Org partners have been invited and are expected to be in attendance and engage at the event with various activations. This opens opportunities for sponsors to make meaningful connections with our audience.





JUNE 25 - 26 | ORLANDO, FLORIDA

XPLEAGUE.GG | #XPLNAF2022



The 2022 Minotaur locked it's 2nd Place standing in Valorant with HANK playing remotely from home due to complications from leukemia. This team is playing again in the 2023 Finals, hoping to secure 1st place.



PART 3

IN REVIEW:
2022, 2021 NORTH AMERICAN FINALS



2022 NORTH AMERICAN FINALS

JUNE 25-26, 2022
FULL SAIL UNIVERSITY
ORLANDO, FLORIDA

The 2022 North American Finals was hosted by Taylor "Somebodysgun (SBG)" Yates.

At the time, SBG was a Fortnite Championship Series (FNCS) analyst, content creator, and caster for Fortnite. He had just finished in-studio coverage of the FNCS Chapter 3, Season 2 Finals, for Epic Games before this event.

Yates has worked with companies such as DreamHack, PracticeServer, Gamers Without Borders, and many more over the course of his career.



2022 XP LEAGUE NORTH AMERICAN FINALS

JUNE 25-26, 2022 ORLANDO, FLORIDA



1,000 +
Daily Attendees



4 Game Titles

Fortnite, Valorant, Overwatch,
Rocket League Tournaments



10,000 +
TWITCH Views



2 Countries

2 countries, 15 cities represented



600 +
YouTube Views



200

Players Participated



20+ Hrs

Livestreamed Broadcast



48

Teams Competed

ALIENWARE

FULL SAIL
UNIVERSITY

msi

2022 PARTNERS

TITLE SPONSOR

Full Sail University sponsored space and staff at a tremendous discount. Value of over \$350K



EQUIPMENT SPONSOR

Alienware provided, as an in-kind sponsorship, all equipment and rigs, a value of over \$80K.



PRIZING SPONSORS

All Prizing was sponsored by MSI + Gamer Advantage.



CHARITY RAFFLE SPONSOR

Alienware donated 4 new laptops to be auctioned off in the LLS TiltCancer fundraiser.



ACTIVATION SPONSORS

COPE, the gameHERs, and HADO were activation sponsors onsite interacting with participants



2022 1M RECAP





2021 NORTH AMERICAN FINALS

AUGUST 7-8, 2021

RALEIGH CONVENTION CENTER

RALEIGH, NORTH CAROLINA

The 2021 North American Finals was hosted by Shae "Shaezilla" Ryan.

At the time, Shae worked as an Esports Content Creator for Full Sail University's collegiate esports program, Full Sail Armada. She hosted part of Dreamhack Beyond in 2021 as well as a variety of live events including Fortress 40, Battle for the Boulevard, World's Collide, and Full Sail's virtual Behind the Scenes tour.

She is an active Twitch and Youtube personality.



ESPORTS CASE STUDY

ECONOMIC IMPACT | AUGUST 2021



\$ 525,277

Direct Visitor Spending



850+

Daily Attendees



4,160+

Twitch + YouTube Views



42,750+

Livestream Minutes Watched



11

North American Cities Represented



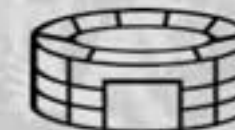
1,237

Estimated Hotel Room Night Demand



518

Reported Hotel Room Nights



\$ 24,390

Raleigh Convention Center Rental



\$ 19,168

Event Incurred Cost



\$ 9,275

Catering



\$ 4,735

Concessions

PROPRIETARY & CONFIDENTIAL



*Information collected by the Greater Raleigh Esports Local Organizing Committee (GRELOC)

2021 PARTNERS

TITLE SPONSOR + PRIZING SPONSOR

Corsair/GamerSensei was title sponsor

Supplied over \$20K in Prizing, additionally

GamerSensei provided an on-site "Coaching Booth" as an activation with participants.

CHARITY RAFFLE SPONSOR

Sir Castle Tees donated a pair of custom designed, 1 of 1, XP League Vans, and two custom designed game controllers.

EVENT SPONSOR

GRELOC (Raleigh SVB) sponsored a grant of \$30K. Full Sail University sponsored by staffing employees and students in both talent and operational ro (Ral

ACTIVATION SPONSORS

COPE, AIMLAB, and Ritual Motion were activation sponsors onsite.



2021 2M RECAP



PART 4 2023 SPONSORSHIP OPPORTUNITIES



2023 SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR	\$40,000
EQUIPMENT SPONSOR	\$25,000 or In-kind
DIAMOND SPONSOR	\$10,000 2 AVAILABLE
GOLD SPONSOR	\$7,500 3 AVAILABLE
SILVER SPONSOR	\$4,500 5 AVAILABLE
BOOTH SPONSOR	\$750 5 AVAILABLE

LOGO PROMINENT ON MAIN STAGES

LOGO PROMINENT ON ALL DISPLAYED
SIGNAGE

LOGO ON SECONDARY SIGNAGE

LOGO ON WEBSITE

LOGO MOST PROMINENT ON JERSEY

LOGO ON JERSEY

30-90 SECOND VIDEO MULTIPLE TIMES ON
STREAM

LOGO ON STREAM OVERLAYS

MATERIALS PLACED IN PLAYER SWAG
BAG

PROMINENT BOOTH PLACEMENT

BOOTH

TITLE

EQUIPMENT

DIAMOND

GOLD

SILVER

BOOTH





NORTH AMERICAN FINALS
ORLANDO, FLORIDA
LIVE STREAM STARTING IN
16:57
#XPLNAF2022

ALIENWARE FULL SAIL UNIVERSITY MSI
CPEE
#XPLNAF2022
JUNE 25 - 26 | ORLANDO, FLORIDA
#XPLNAF2022

NORTH AMERICAN FINALS
XP LEAGUE 2021-2022
NORTH AMERICAN FINALS
JUNE 25-26
FULL SAIL UNIVERSITY
TWITCH.TV/XPLEAGUE
FULL SAIL UNIVERSITY
ACCESS INFORMATION: PLEASE VISIT XPLNAF2022

XP POWERLAB
JUNE 25 - 26 | ORLANDO, FLORIDA
XPLEAGUE.CO | #XPLNAF2022



ALIENWARE FULL SAIL UNIVERSITY MSI





HITSCAN
HANOVER, PA



We invite you to learn more about XP League and explore sponsorship opportunities for this year's North American Finals.

For more information, or to schedule a meeting please contact Jay Melamed or Eva Melamed directly via email or discord.



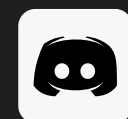
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xpleague.gg



@xpleague



twitch.tv/xpleague



/company/xpleague

