



WE'RE BACK.

Over 100 countries witnessed history being made on August 19th, 2017.

The **Zombies World Championship** was the first ever Call of Duty: Zombies eSports tournament officially supported by **Activision**.

ZWC 1 featured 12 of the biggest YouTubers + 4 gamers from all over the world that came to Los Angeles and teamed up to win a share of a **\$20,000** prize pool and title of **Zombies World Champions**.



ZOMBIES WORLD CHAMPIONSHIP

2

*Gamers across the globe will return to the battlefield to compete in several **Call of Duty: Zombies** challenges for a chance to win a piece of a **\$100,000** prize pool in Los Angeles, CA.*

THE EVENTS

ZWC2 consists of 3 preliminary events + 1 Main Event over a 6 Month span.

WORLDWIDE ONLINE TOURNAMENT

Spring 2018

ZOMBIES WORLD INVITATIONAL

Spring 2018

THE YOUTUBER DRAFT

Summer 2018

THE MAIN EVENT

August 2018



ZOMBIES WORLD CHAMPIONSHIP

ONLINE TOURNAMENT

Thousands of players from around the world compete Online in 5 challenges over a 5 Month span. The Top 2 from each challenge make it into the ZWC2 Main Event.

YOUTUBER DRAFT

The Online Winners compete LIVE to see who picks first in the YouTuber Draft. There will be 5 teams of 4 with each team consisting of 2 Winners and 2 YouTubers.

ZOMBIES WORLD INVITATIONAL

A worldwide audience will tune in LIVE to watch 20 YouTubers compete against one another for 10 seats into the ZWC2 Main Event and an opportunity to win a piece of \$100,000.

MAIN EVENT

Viewers from all over the world will witness the greatest gamers in the Call of Duty Zombies community compete in a series of challenges in front of a LIVE audience to determine the 2018 ZWC2 Champions!



THE PLAYERS

THE BIGGEST ZOMBIES YOUTUBERS

IN THE WORLD

15M+
TOTAL SUBSCRIBERS



HOST

CO-HOST



OUR REACH & STATS



**31,000,000+
REACH**

Across website, Twitter,
YouTube, Reddit, etc.



**3,000+
VIDEOS**

4,000+ hours of
watch time



**INTERNATIONAL
COVERAGE**

All media and live stream
exposure in over 100 countries

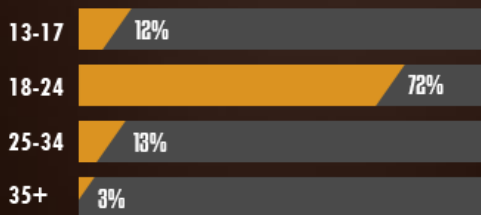


**17,000+
COMPETITORS**

From all over the world
in diverse demographic



Player gender demographic in
social media, websites, tournament.



AGE DEMOGRAPHIC IN AGGREGATE SAMPLE SIZE
OF 130,000 REACH FROM INFLUENCERS

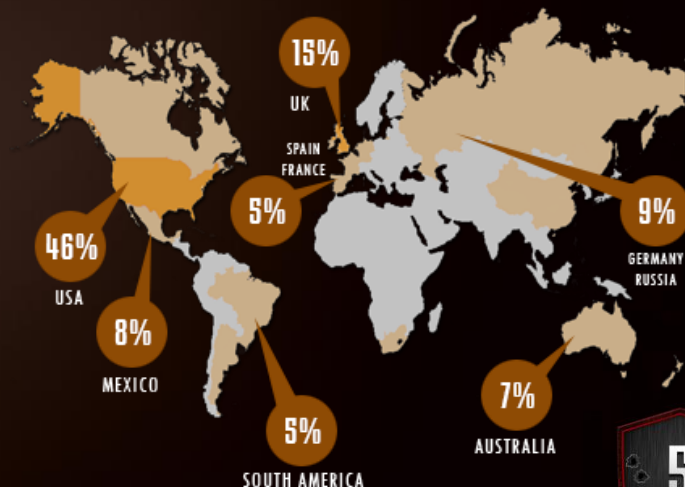
**56.4
MILLION**

TWITTER IMPRESSIONS DURING
2017 3-MONTH CAMPAIGN



**12.2
MILLION**

VIEWERS WATCHING
ZWC CONTENT ON YOUTUBE



WE'D MAKE A GREAT TEAM

You're no stranger to the gaming industry. *Monster Energy Gaming* is already a growing force in the eSports world, but let's talking about it becoming a **MONSTER** force. Here's our goals for your company:

- *Brand Awareness* - Promote your brand to our wide-target audience/potential consumers (in **30+ million** reach)
- *Brand Vision & Attitude* - Highlight brand vision of supercharged culture and experience for the thrill-seekers in life
- *Social Media Growth* - Increase online followers/subscribers across various platforms (Twitter, YouTube, etc)
- *Mutual Networking* - Get connected with other partners in various markets, including tech, gaming, press media
- *Brand Affiliation* - Cement your brand's position in the gaming industry on a larger level

OUR PARTNERS



A BOOMING INDUSTRY

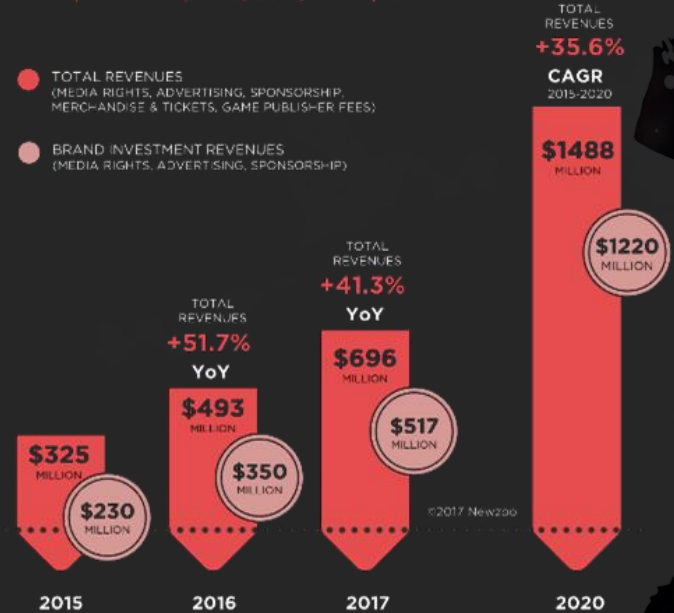
"Approximately **300 million people** worldwide tune in to eSports today, and that number is growing rapidly. By 2020, that number will be closer to **500 million**."

- Business Insider

eSports (electronic sports) is the largest gaming industry in history at such a young age, involving **385 million** players, viewers, and consumers. On a business scale, that's **\$517 million** in brand investment and a total net revenue of **\$1.2 billion** to date. ZWC is tapping into that market with a tournament style that's never been done before with you as our ally.

ESPORTS REVENUE GROWTH

GLOBAL | FOR 2015, 2016, 2017, 2020 | Q1 2017



Source: NewZoo eSports (2017)

But don't just take our word on it.

Here are just a few brands, teams, and organizations investing into the eSports industry.

SPORTS TEAMS INVESTING INTO ESPORTS



BROADCAST MEDIA REPORTING ON ESPORTS



MAINSTREAM BRANDS SPONSORING ESPORTS



ESPORTS TEAMS LEADING ESPORTS GROWTH

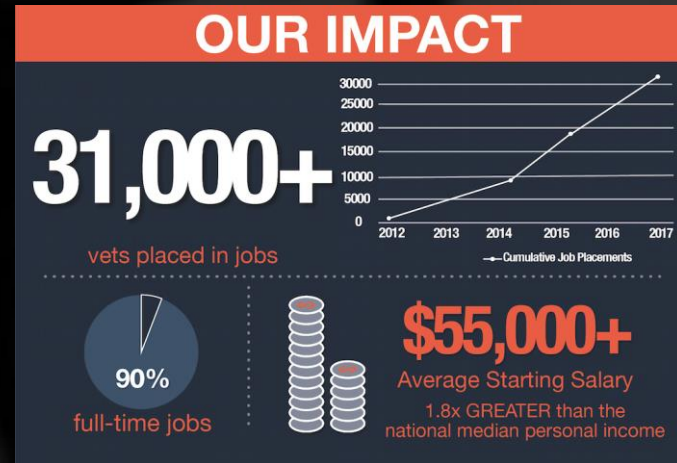


Source: NewZoo eSports (2017)

CHARITY FOR THE VETERANS

The ZWC has teamed up with Activision's own **Call of Duty Endowment** - a non-profit organization that helps veterans find high quality careers by supporting groups that prepare them for the job market and raises awareness of the value vets bring to the workplace.

With your support, not only are we donating to their cause, we also will **employ veterans** to work on the project!



SPONSORSHIP PACKAGES

Being a partner of the **ZWC** is more than just a business connection; it means exposing your brand's vision and values to **millions of diverse people** in a **booming** industry while making an impact in **gaming history**.

Let's get you started.



YOU'RE THE STAR

\$200,000 SPONSORSHIP

The **Title Sponsor** is the official headlining partner of the ZWC. Your company will not only present the event, but also the Live Stream of the Main Event as well gain huge commercial airtime during the experience. Brand your company on all major digital and print promotional content throughout a 24-week marketing campaign with an additional 12-week post-event media coverage campaign. Brand recognition in all media press event coverage.

www.zombiesworldchampionship.com

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WHAT YOU GET

- ❖ Our PR team will coordinate with your PR team to maximize your brand's exposure
- ❖ 36 week Campaign Brand recognition (9 months)
- ❖ Title Sponsor logo/branding on **Online Tournament Leaderboards, YouTuber Draft** and **Main Event Live Streams**
- ❖ (12) Primetime slots for commercial airtime during **Main Event** competition on **global Live Stream**
- ❖ Branding on prime real-estate Step & Repeats during **Main Event** (Player Lounge, Commentator Stage, Main Stage)
- ❖ Title sponsor on *"Replays"* during **Main Event Live Stream**
- ❖ Prime Logo Placement on Team Jerseys (front, side, back)
- ❖ 3-month post-event media/press coverage with Company branding
- ❖ In-video brand mentions/shoutouts/plugs by YouTube Influencers
- ❖ Title sponsor mention on all video and graphic content during marketing **Campaign** (promos, teasers, trailers)
- ❖ Social Media Brand interaction with mentions and giveaways to increase your Brand's follower/subscriber count
- ❖ Above the fold branding on ZWC website



THE NEXT BEST THING

\$100,000 SPONSORSHIP

As a **Diamond Sponsor**, your company gets the special treatment with most of the major marketing services we offer still with Live Stream showcase capabilities such as presentation of a "Highlights" and brand placement on several broadcast graphics during the Main Event Live Stream. On top of that, your company is promoted heavily as one of our premier partners during the 12-week campaign.

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WHAT YOU GET

- ❖ Our PR team will coordinate with your PR team to maximize your brand's exposure
- ❖ **24 week Campaign Brand recognition (6 months)**
- ❖ Presenting Sponsor Logo/branding on Pre-Main Event Livestream
- ❖ (3) **Main Event Live Stream** graphics
- ❖ Presenting sponsor on "Leaderboard" segment during **Main Event Live Stream**
- ❖ (6) Post-round slots for commercial airtime during **Main Event Live Stream**
- ❖ Branding on prime real-estate Step & Repeats during **Main Event** (Commentator Stage, Main Stage)
- ❖ Brand mention on graphic content during marketing **Campaign** (promos, teasers)
- ❖ Branding on ZWC website



LIVE AND CENTER

\$50,000 SPONSORSHIP

It takes a strong and unique partner to keep the ZWC heated up, and that's where you come in. The **Platinum Sponsor** remains hot in the limelight including all of the Gold Sponsor package essentials with a special presentation of the "Player Profiles" segment and logo placement on a broadcast graphic during the Main Event Live Stream. Pair that with commercial airtime, and you got the entire world in your hands.

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WHAT YOU GET

- ❖ Our PR team will coordinate with your PR team to maximize your brand's exposure
- ❖ 24 week Campaign Brand recognition
- ❖ Logo/branding on (2) **Main Event Live Stream** graphics
- ❖ Presenting sponsor on "*Highlights*" segment during **Main Event Live Stream**
- ❖ (3) Post-round slots for commercial airtime during **Main Event Live Stream**
- ❖ Branding on prime real-estate Step & Repeats during **Main Event** (Commentator Stage)
- ❖ Brand mention on graphic content during marketing **Campaign** (promos, teasers)
- ❖ Branding on ZWC website



MAKE AN IMPACT

\$25,000 SPONSORSHIP

The **Gold Sponsor** is the bread in the sandwich. Your brand starts off fresh with awesome core Live Stream rewards such as branding on a screen graphic during the Main Event live broadcast, "Player Profiles" segment presentation, and also the opportunity for commercial airtime to show you off to not only live attendees at the event, but viewers across the globe! The easiest way to get your company in the spotlight as an official partner and family member of the ZWC.

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WHAT YOU GET

- ❖ Our PR team will coordinate with your PR team to maximize your brand's exposure
- ❖ **24 week Campaign Brand recognition**
- ❖ Logo/branding on (1) **Main Event Live Stream** graphics
- ❖ Presenting sponsor on "Player Profiles" segment during **Main Event Live Stream**
- ❖ (2) Post-round slots for commercial airtime during **Main Event Live Stream**
- ❖ Branding on prime real-estate Step & Repeats during **Main Event** (Commentator Stage)
- ❖ Brand mention on graphic content marketing **Campaign** (teasers)
- ❖ Branding on ZWC website



LET'S LOCK AND LOAD.

We can tell that you're ready to unleash your vision and brand into one of the largest industries in the world to millions of prospects. And we're extending the invitation onto you as an incoming member to our eSports family.



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THANK YOU!