
FROST FIRE
2027



Introduction

We at **CU Esports** are devoted to fostering a community where gaming is celebrated by people of all ages, and used to connect gamers on and off campus. To achieve this goal, we host high-quality events, build **competitive** esports teams, and create opportunities for our members to develop skills and connect with industry **professionals**.

CU Esports is not only the largest student-run organization at Carleton University but also the largest esports organization in Ottawa. We are a leader and driving force in Ottawa's gaming communities, competitive or otherwise.



OUR EVENT

Frostfire 2027 will take place on January 15-17, 2027, at Fenn Lounge, located at Carleton University. Gamers from across Ontario, Quebec, and even internationally will join together to compete for glory and prizes but also to connect with others that share their interests. This **3-day event** will feature tournaments for popular console and PC games. Artists, vendors, exhibitors, side-events, and a stage to spectate top talent. The event will be broadcasted concurrently through 4 livestreams.

At our previous in-person events, Frostfire was the largest student ran LAN event in Ottawa, with **275+ attendees**. For our next event, we project +350 attendees.

ACCOMPLISHMENTS FROM PREVIOUS FROSTFIRE EVENTS

- **17 FEATURED GAMES**
- **$3500 CAD IN CASH PRIZES**
- **$3,000+ CAD IN PRODUCT PRIZES**
- **410+ ATTENDEES**
- **16,206 UNIQUE VIEWERS**
- **50 HOURS STREAMED**

Past Events

Frostfire 2019
January 26-27, 2019
310 Attendees
46.9k+ Social Media Reach
13 Featured Games
16 Partners

Frostfire 2020
February 1-2, 2020
410 Attendees
80k+ Social Media Reach
17 Featured Games
15 Partners

Frostfire 2021
April 29-May 5, 2021 | Online
644 Attendees
39k+ Social Media Reach
20 Featured Games
3 Partners

Presented Competitive Games

On Console:

- Super Smash Bros. Melee
- Super Smash Bros. Ultimate
- Mario Kart 8 Deluxe
- Mario Kart World
- Pokkén Tournament DX
- Street Fighter V
- Dragon Ball FighterZ
- Tekken 7
- Guilty Gear Strive
- Guilty Gear Xrd Rev2
- DNF Duel
- Multiversus
- Melty Blood: Type Lumina

On PC:

- Marvel Rivals
- Counter-Strike 2
- Rocket League
- Valorant
- Rainbow 6 Siege X
- Hearthstone
- Legends of Runeterra

The past events have been purely competitors. This year we are adding an additional player pass, allowing casual gamers to have a chance the exciting LAN experience. This allows our event to cater to all gamers of different backgrounds and expertise. Which contributes to us continuing our goal of celebrating the love of the game and community.

REACH

As of July 20, 2026

CU Esports has extensive reach and influence on not only social media, but to students on the Carleton University, University of Ottawa and Algonquin College campuses. This is a combined **student audience** of 110, 000.

CU Esports collaborates with local organizations. These organizations present an additional influencer resource.

1000+
Twitter Followers

3,400+
Discord Members

770+
Twitch Followers

Affiliated Groups

uOttawa Esports
2660 members

Capital Smash (Ultimate)
838 members

Ottawa FGC
1167 members

Algonquin Esports
2660 members

Capital Smash (Melee)
283 members

PARTNERSHIP BENEFITS

CU Esports is committed to providing our partners with the best exposure possible. By becoming a partner, you gain access to a massive variety of customizable partnership benefits! Each partnership goes directly towards supporting the event. We are currently looking at partners who can provide **cash, product, equipment, or a combination of those** to bring our event to the next level.





CUSTOM PARTNERSHIP PACKAGE

Customized partnership packages are available to fit your company's needs and goals as we are devoted to openly communicating with your marketing team.

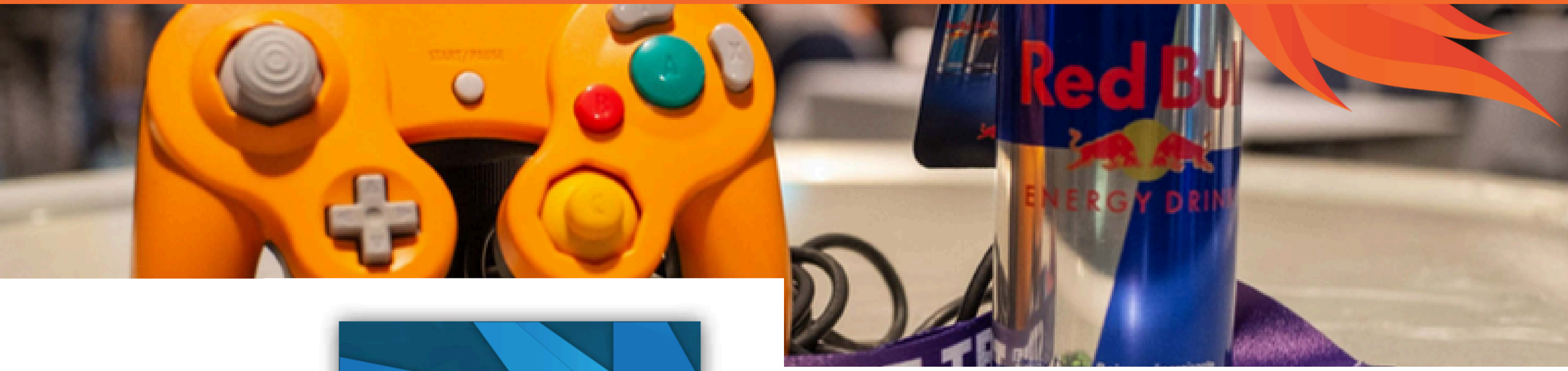
Together we'll create the perfect partnership package that caters to the involvement, branding, and ROI that your company is looking for.

BRONZE-TIER PACKAGE

$150 USD
OR $300USD IN PRODUCT

$120 CAD
OR $400CAD IN PRODUCT

- Small logo on event banner
- Logo on stand-by broadcast overlays
- Table booth (optional)





Example of large social media announcement

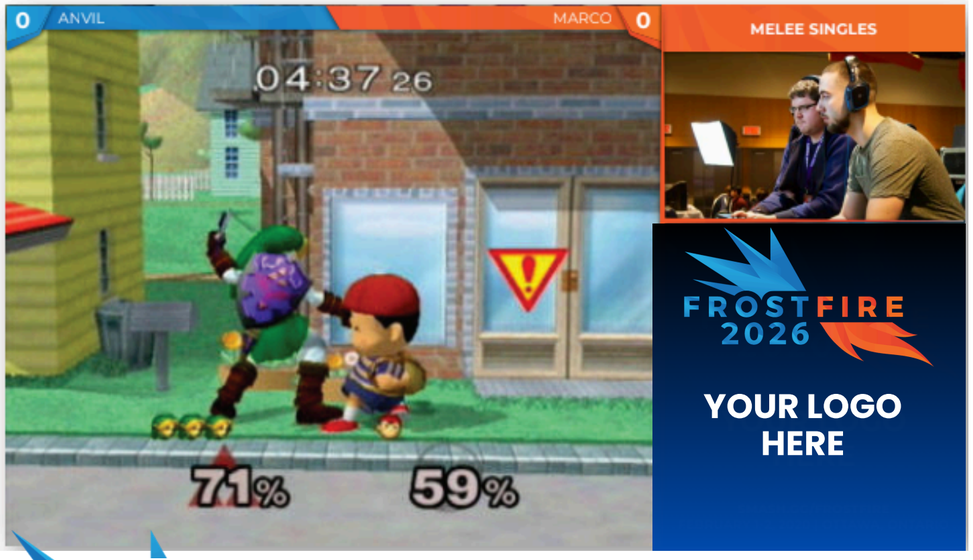
SILVER-TIER PACKAGE

$300 USD
OR $600USD IN PRODUCT

$400 CAD
OR $800CAD IN PRODUCT

- All of bronze-tier package
- Social Media Announcements
- Medium logo on event banner
- Logo on in-tournament broadcast overlay





Example of in-game broadcast overlay

GOLD-TIER PACKAGE

$800 USD
OR $1,600 USD IN PRODUCT

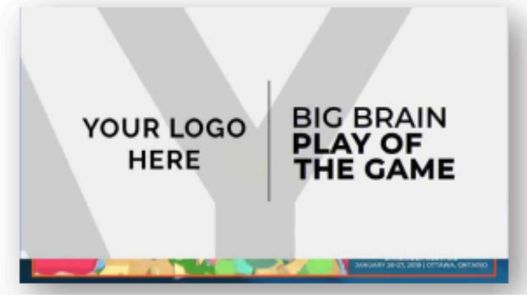
$1,000 CAD
OR $2,000CAD IN PRODUCT

- All of silver-tier package
- Medium logo on event banner
- On-broadcast Video Advertising
- Product placement on broadcast overlay









Example of a broadcast segment

DIAMOND-TIER PACKAGE

$1,500 USD
OR $3,000 USD IN PRODUCT

$2,000 CAD
OR $4,000CAD IN PRODUCT

- All of gold-tier package
- Title sponsor for event
  - E.g. Super Smash Bros. Ultimate brought to you by Your Brand
- Broadcast segment and stinger transitions
  - E.g. Your Brand's Play of the Game

WHO WE'VE WORKED WITH

CORSAIR

NVIDIA

steelseries

REPUBLIC OF GAMERS

COOLER MASTER

DELL

BLIZZARD ENTERTAINMENT

DISCORD

twitch

HI·REZ VICTORY. TOGETHER.

anda seaT

RALLY CRY

Red Bull

RBC

Coca-Cola

Gabriel Est. 1977 PIZZA

GUNNAR

RAVENS ESPORTS

cusa carleton university students' association

RRRA RIDEAU RIVER RESIDENCE ASSOCIATION

Student Experience Office CARLETON UNIVERSITY

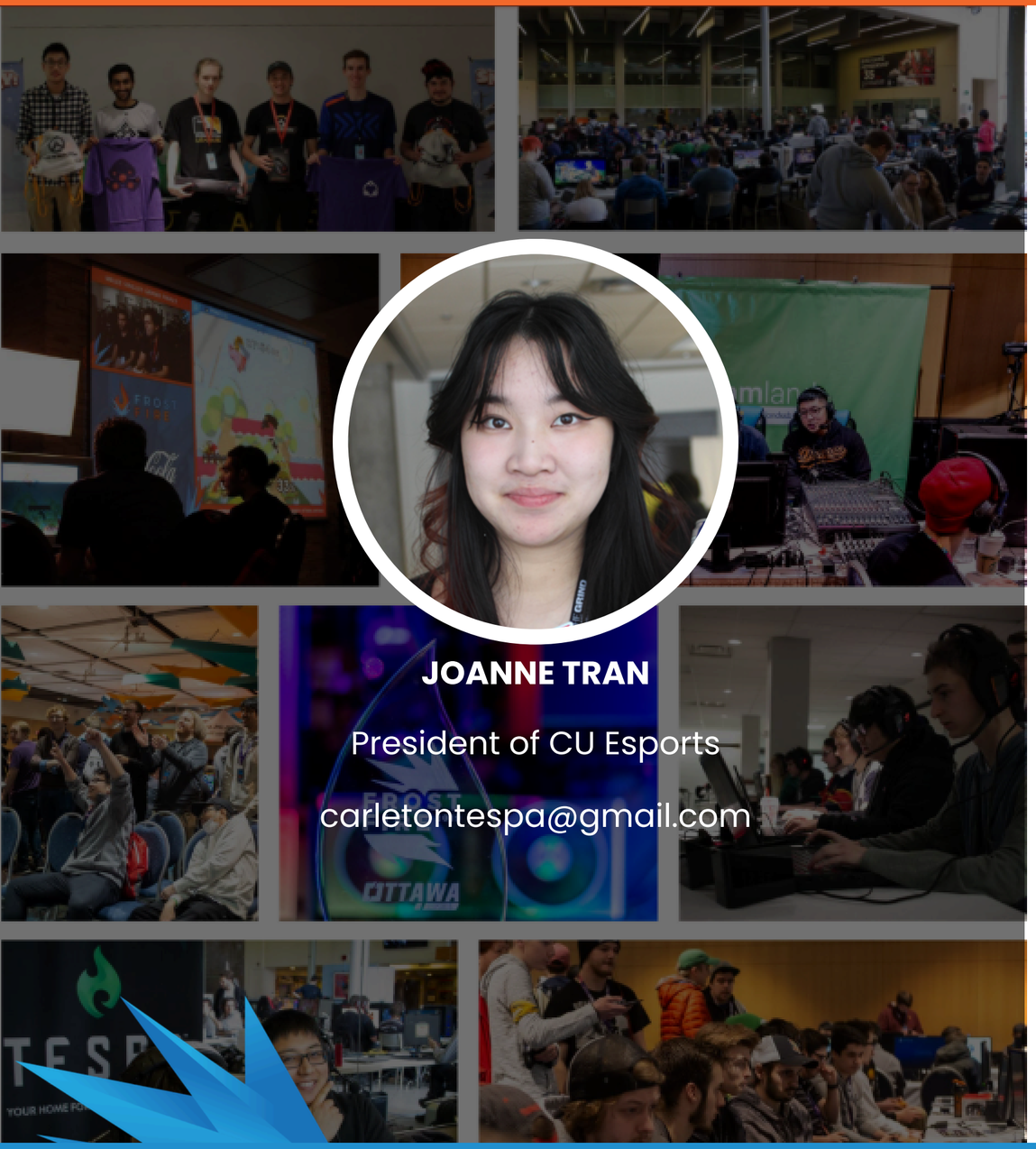
School of Information Technology Carleton University

TRANSCEND CARDS

THE Blurry Pixel E-SPORTS BAR AND GAMING LOUNGE

CLICK ESPORTS

QUEST AWARDS



THANK YOU

Thank you for taking interest in our event. We're immensely grateful for your support in our continuing efforts in fostering a community where gaming is celebrated by people on all ages, and recognized as a force for good! Frostfire 2027 is Ottawa's biggest endeavor into making it a gaming destination. We look forward to working with you to make it even better.

Please contact us with any questions you may have

@EsportsCarleton
@CarletonUEsports
discord.gg/CarletonUEsports
https://carletonuesports.ca