



2026 SPONSORSHIP DECK

Presented by the 2026 AUEC Executive Committee.

Creative Direction & Design / Justin Tu & Leon Huang
Photography / Matthew Shing

©2025 Auckland University Esports Club





CONTENTS.

1. *Meet The Esports Club*

An introduction on what AUEC is all about.

2. *What does AUEC Do?*

It's a bit more than just fun and games in this house.

- Events
- Interclub Esports Championship
- Representative Teams
- Broadcast
- Art & Design
- Social Media

3. *Why Work with AUEC?*

For the love of the game. And advertising.

- Engagement & Exposure
- To Champion an Industry

4. *Sponsorship Structure*

Here's what we can do for you.

- Sponsorship Structure
- Perk Definitions

5. *Let's Have a Chat*

We look forward to working together.

6. *Closing Message*



MEET THE ESPORTS CLUB.

Auckland University Esports Club (**AUEC**) is New Zealand's foremost collegiate e-sports organization, cultivating a thriving platform for passionate players and promising talent to enjoy gaming alongside their peers and compete at both a regional and international level of play.

Our team is dedicated to providing the student body with quality events and coordinating our representative teams to compete in a wide range of tournaments. These efforts have allowed us to build a diverse community of students and alumni from the university and beyond.

What does AUEC do?

EVENTS

Events are the essence of our club. AUEC hosts tournaments and social gatherings to enable passionate and competitive gamers to play against one another in a variety of games. Going into 2026, we will continue providing an engaging platform for new and existing members while introducing new titles to widen our reach across different communities on campus.



25 Events hosted in 2025
Including, but not limited to

- Competitive Tournaments
- Intervarsity Showmatches
- Casual / Social Events
- Collaborations with Other Clubs
- Club Expo Exhibit Booth
- Events on Behalf of The University



INTERCLUB ESPORTS CHAMPIONSHIP 2025

Event Spotlight:

The **Interclub Esports Championship** was AUEC's flagship event in 2025, bringing together fourteen of the University of Auckland's largest student clubs in a monumental four-day-long in-person tournament. With a combined club following of around **40,000** on Instagram, the scope and reach of this project were the first of its kind in terms of a student club event at the University of Auckland.

What does AUEC do?

REPRESENTATIVE TEAMS

▼ AUEC UTSNZ A/B Team, August 2025



In 2025, AUEC coordinated showmatches alongside Victoria University in three titles, followed by our representative team taking first place in the UTSNZ Tertiary Esports League. We are committed to fostering diversity in the scene, with our League of Legends Women's team achieving exceptional results in QUT's Pathfinders tournament during Semester Two.



What does AUEC do?

BROADCAST

For us, broadcasting is more than just speaking into a microphone; it's about creating connections, community and most importantly, content. Our broadcasting crew is committed to the craft and is undoubtedly the heartbeat of the arena.



▲ Interclub Esports Championship, September 2025



▲ UTSNZ Esports Clash Grand Finals, August 2025

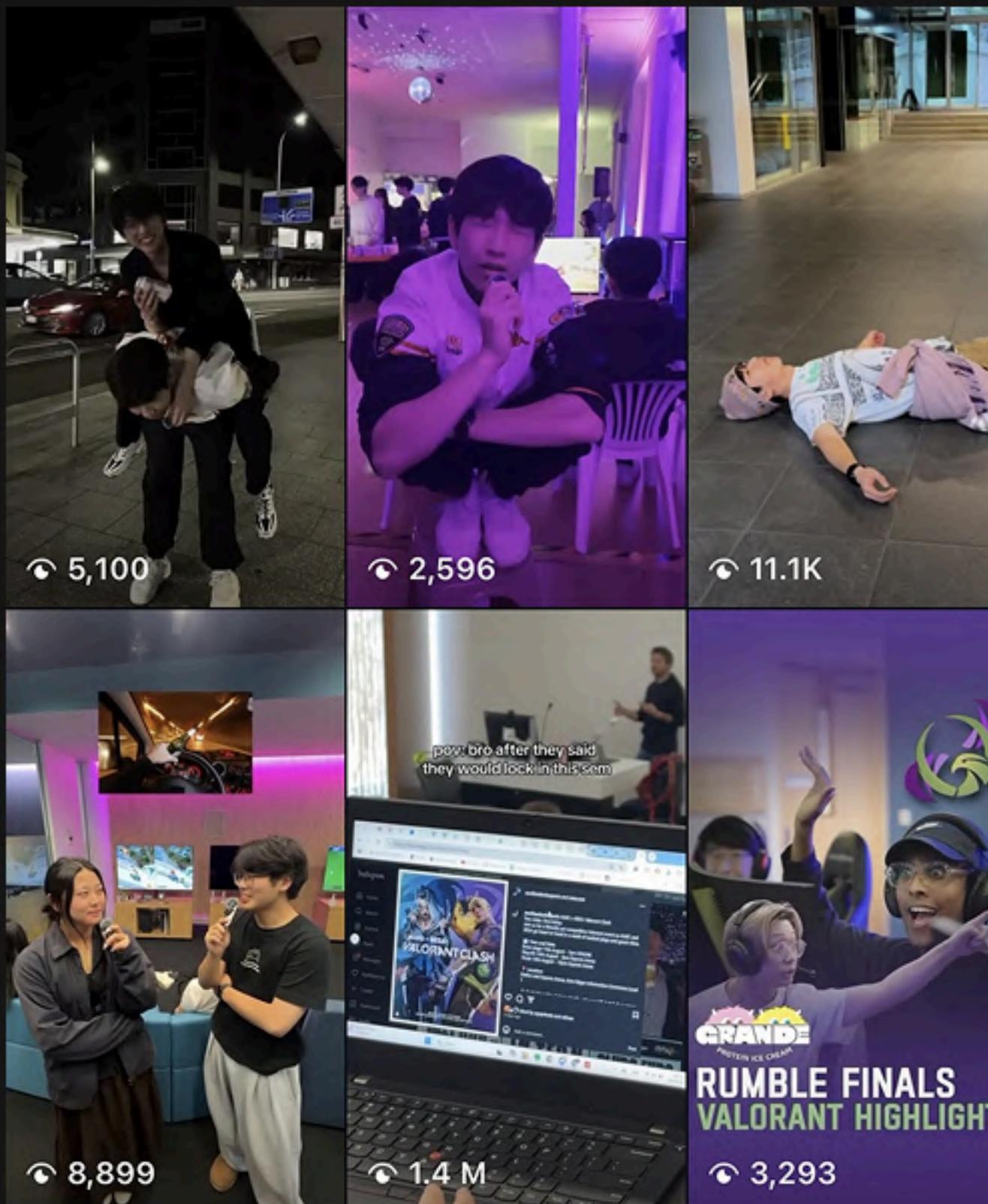


What does AUEC do?

ART & DESIGN

There is no club more experimental, innovative and visually striking when it comes to design. AUEC's design team consistently creates eye-catching designs on promotional materials, broadcast overlays, representative team graphics and club marketing.

► Assorted Event Posters, March~October 2025



▲ IEC 2025 Team Draw Stream, September 2025



▲ VALORANT Tournament VOD, October 2025

What does AUEC do?

SOCIAL MEDIA

AUEC are pioneers in online marketing within the campus space. In today's constantly evolving digital landscape, our social media team stays ahead of trends to produce and deliver relevant, high-impact content across all our social media platforms.

2.5k+ Members on Discord
+21% increase in the past year

2.4k+ Followers on Twitch
+16% increase in the past year

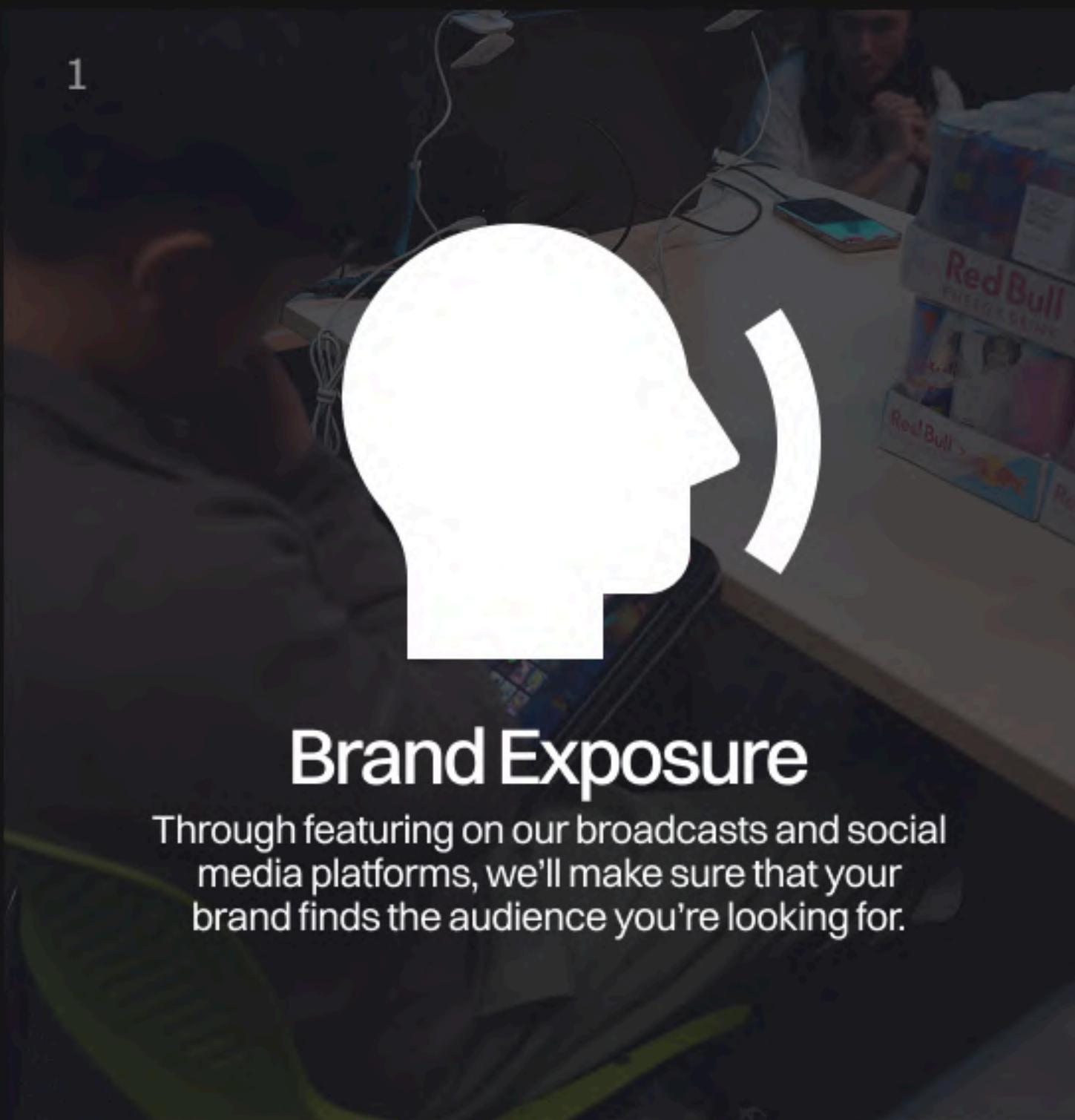
800+ Followers on Instagram
+37% increase in the past year

400+ Club Members in 2025
+12% increase from 2024

Why work with AUEC?

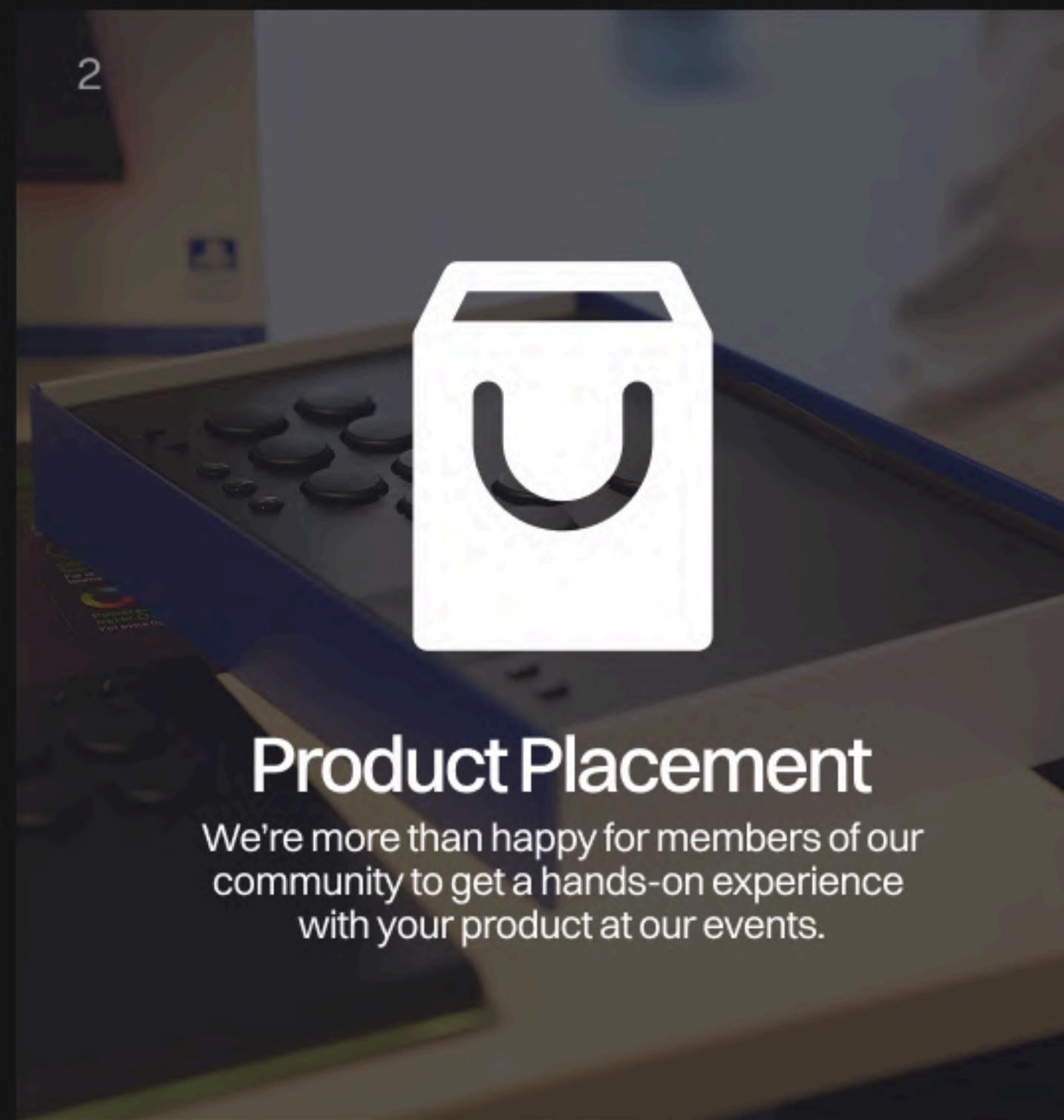
ENGAGEMENT & EXPOSURE

We believe that our platform can give your business the edge when it comes to direct engagement with the student body and the e-sports scene. Thanks to the sheer diversity of how we interact with our community, AUEC can offer your business pathways to connect and promote like no other.



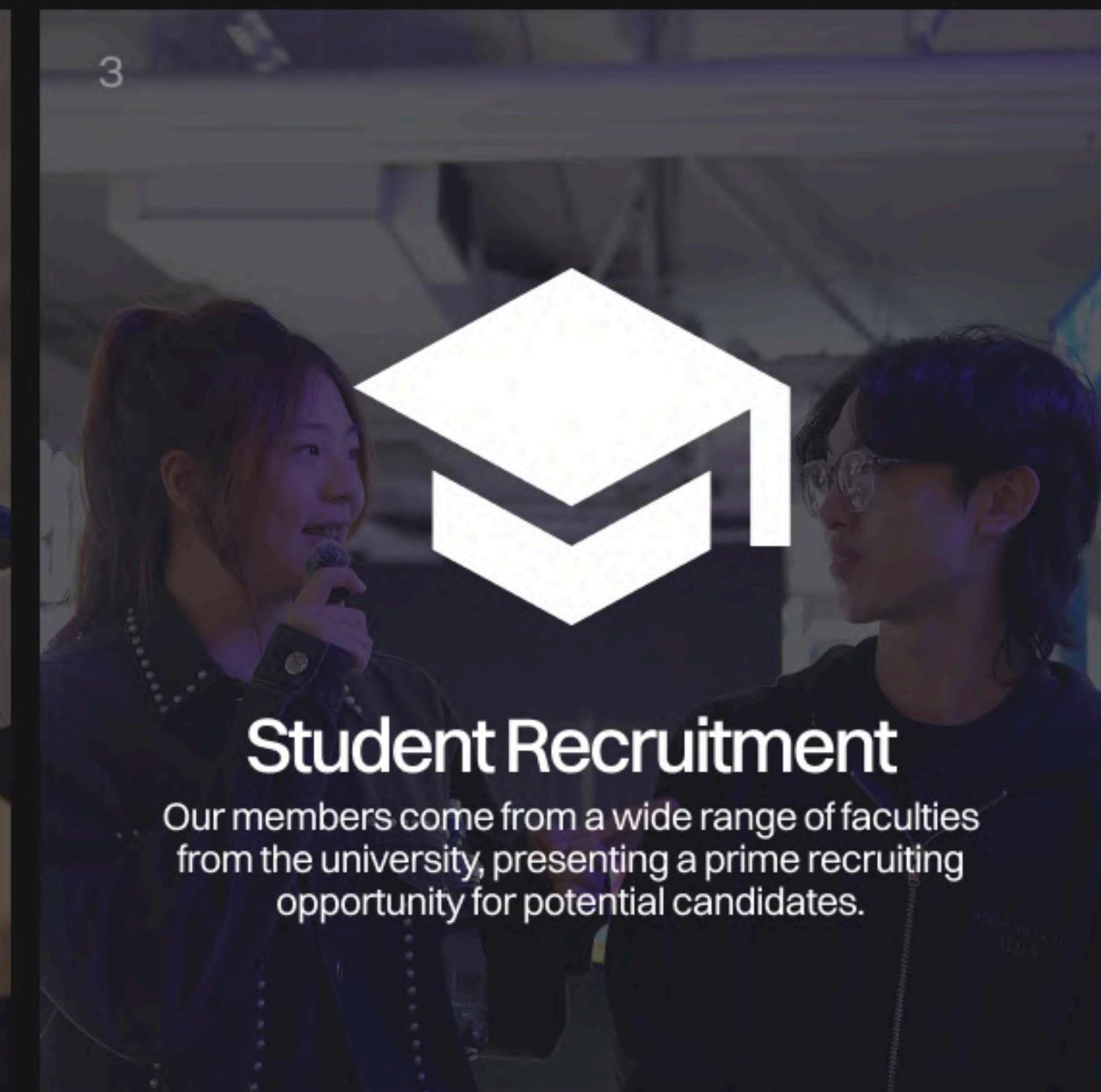
Brand Exposure

Through featuring on our broadcasts and social media platforms, we'll make sure that your brand finds the audience you're looking for.



Product Placement

We're more than happy for members of our community to get a hands-on experience with your product at our events.



Student Recruitment

Our members come from a wide range of faculties from the university, presenting a prime recruiting opportunity for potential candidates.

Why work with AUEC?

TO CHAMPION AN INDUSTRY.



Recognized by industry professionals for the quality of our work, AUEC has become the forerunner of collegiate e-sports on an international scale in terms of event production. As our skills sharpen and dreams grow, your investment will profoundly impact the resources available to our team and the scope of what we can achieve going into 2026.

Here's what we can do for you.

SPONSORSHIP STRUCTURE.

Looking for a Bit More Flexibility?

Between in-person product placement or event ideas, we'd be happy to negotiate the options presented or even work out a custom solution that suits your goals.

- Featured on Sponsor List (Broadcasts, Social Media Platforms, etc.)
- Featured on Club Banner, Social Media Headers and Player Jerseys
- Logo on Broadcasts (Not including Exclusive Events)
- Promotional Social Media Post x 1
- Promotional Social Media Post x 2
- Ad Segment on Broadcasts (Not including Exclusive Events)
- Custom Promotional Content (e.g. Short-Form Content) x1
- Custom Promotional Content (e.g. Short-Form Content) x2
- Exclusive Title Event



Structure shown above accounts for monetary support. We offer alternatives for other forms of sponsorship (e.g. catering, equipment, product).

Let's clarify some of the perks we mentioned.

PERK DEFINITIONS

Sponsor List

A promotional graphic that showcases our 2026 sponsors, published and pinned across our social media platforms (Discord, Instagram, LinkedIn, X/Twitter) at the start of the year. We will also present this graphic at the beginning of all broadcasts, excluding exclusive events.

Promotional Social Media Post

We will share company-provided content as a sponsored post on our social media platforms. This may include product release materials, event promotions or general brand advertising.

Ad Segment on Broadcasts

Your company-provided advertisement will be played during intermission segments of our broadcast. This ad will be shown multiple times per stream, excluding exclusive events.

Custom Promotional Content

A custom produced content from us for you in the form of a short-form video. The tone of style can be tailored to your specifications prior to filming. Two rounds of revisions are included: one during the draft stage, and one after editing for small changes.

Exclusive Title Event

We'll offer you the title rights to one of our events, featuring your brand exclusively. Arrangements for ad-reads and shout-outs can also be made with our team.



▲ Logo Featured During Stream Intermission, October 2025



▲ Logo Featured on Stream Overlay, September 2025



LET'S HAVE A CHAT.



If anything you saw here today piqued your interest, we'd love nothing more than to have a chat about how we can start building something together.

Reach out to us via uoaesports@gmail.com, and we'll get started in no time.



CLOSING MESSAGE

On behalf of the entirety of the Auckland University Esports Club, we sincerely thank you for your attention and time. Your generosity and engagement will help us grow, provide and encourage the future of esports in the wider gaming community.

Every bit matters, whether it's monetary, resources, written or verbal encouragement; makes a positive difference. Because of ongoing support from you and the community, AUEC can continue to host exciting tournaments, produce fun and engaging content, and provide a safe and inclusive environment for all gamers to thrive both in-game and away from keyboard (AFK).

Ending on a serious note, we truly are thankful for the belief in our vision and we have never been more determined and committed to becoming a pillar in the esports & gaming community. Thank you for being part of our story and our journey.

With gratitude and love,
The 2026 Executive Team / Auckland University Esports Club 



Justin Tu / President



Leon Huang / Vice President



Tabitha Hughes / Secretary



Martin Young / Co-Treasurer



Matthew Shing / Social Media, Co-Treasurer



FOR THE LOVE
OF THE GAME.

The image is a collage of various scenes from the University of Auckland Esports Club (AUEC). It includes a large black banner with white text in the foreground, a view of the Esports Arena entrance with a sign that says 'ESPORTS ARENA' and 'UNIVERSITY OF AUCKLAND', a display window showing a video game, and a group of people standing in a hallway. The collage is set against a background of a modern building interior with a glass wall and a staircase.

