



Botswana Electronic Sports Federation (BESF) Sponsorship Plan

Executive Summary

The Botswana Electronic Sports Federation's Inaugural National Esports Opening presents a unique opportunity for brands to connect with Botswana's growing gaming community. This comprehensive sponsorship plan outlines partnership tiers, benefits, and strategic opportunities designed to create meaningful engagement between sponsors and the esports ecosystem in Botswana.

Sponsorship Tiers

1. Diamond Tier (P150,000+)

- **Title Sponsorship:** "BESF National Esports Opening presented by [Brand Name]".
- **Tournament Naming Rights:** Brand name integrated into specific tournament titles.
- **Main Stage Branding:** Premium logo placement on the main competition stage.
- **Exclusive Activations:** Dedicated brand activation area (50m²).
- **Media Coverage:** Featured interviews with brand representatives in all event coverage.
- **Digital Presence:** Prime logo placement on livestreams, and social media.
- **Speaking Opportunity:** Address during opening ceremony
- **VIP Experience:** 10 VIP passes with exclusive access to players and officials.



2. Platinum Tier (P80,000-P149,999)

- **Tournament Sponsorship:** Main sponsor for one of the key tournaments.
- **Secondary Stage Branding:** Logo placement on competition stages.
- **Brand Activation:** Dedicated space for brand experience (30m²).
- **Digital Integration:** Logo featured prominently on all digital platforms.
- **Media Inclusion:** Brand inclusion in press releases and interviews.
- **VIP Experience:** 6 VIP passes with exclusive access.

3. Gold Tier (P40,000-P79,999)

- **Game Zone Sponsorship:** Naming rights to specific game zones or experiences
- **Branding:** Logo placement on event materials and selected competition areas
- **Brand Activation:** Standard exhibition space (20m²)
- **Digital Presence:** Logo featured on social media
- **VIP Experience:** 4 VIP passes

4. Silver Tier (P15,000-P39,999)


- **Branding:** Logo placement on general event materials
- **Exhibition Space:** Small booth space (10m²)
- **Digital Presence:** Logo on website and mention in social media
- **VIP Experience:** 2 VIP passes

5. Bronze Tier (P5,000-P14,999)

- **Branding:** Logo on event materials
- **Digital Presence:** Acknowledgment on social media
- **Event Access:** 2 standard passes

Tailored Sponsorship Opportunities

Technology Partners

- **Hardware Provision:** Gaming PCs, consoles, peripherals for tournaments
 - **Technical Support:** Ensuring smooth operation of all gaming systems
 - **Benefits:** Direct product showcase to target audience, demonstration of reliability
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Telecommunications Partners

- Internet Infrastructure: Providing high-speed, low-latency connectivity
- Mobile Gaming Integration: Special focus on mobile esports popular in Botswana
- Benefits: Demonstration of network reliability and speed capabilities

Beverage & Refreshment Partners

- Hydration Stations: Branded refreshment areas throughout the venue
- Energy Drink/Refreshment Sampling: Direct product distribution
- Benefits: Direct product trial among target demographic

Educational Institutions

- Esports Development Workshops: Co-branded educational sessions
- Student Engagement: Special tournaments for students
- Benefits: Positioning as forward-thinking institution supporting digital skills

Corporate & Financial Services

- Prize Pool Sponsors: Direct contribution to tournament prizes
- Financial Literacy for Gamers: Educational content on managing gaming earnings
- Benefits: Brand association with youth financial empowerment

Sponsor Benefits & Deliverables


Brand Visibility

- Logo placement on physical and digital platforms based on tier
- Branded content integration in livestreams
- Custom overlays during tournament broadcasts
- Mentions during commentary
- Brand visibility in post-event highlight videos

Engagement Opportunities

- Product sampling and demonstrations
- Interactive brand experiences
- Meet-and-greet sessions with professional players
- Consumer data collection opportunities (with appropriate consent)
- Branded mini-games or challenges

Content & Media

- Featured in official press releases
 - Social media promotion across BESF channels
 - Custom content creation opportunities
 - Inclusion in event photography and videography
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- Rights to use event content for own marketing purposes

Business Development

- Networking opportunities with industry partners
- Access to esports ecosystem stakeholders
- First-mover advantage in Botswana's growing esports market

Target Sponsors

Local Partners

- Telecommunications: Mascom, Orange Botswana, BTC
- Banking/Financial: First National Bank Botswana, Barclays/Absa, Standard Chartered
- Retail: Choppies, Sefalana, Game Stores
- Clothing: Collection by BK Proctor, All Kasi, JB Sports
- Beverages: Coca-Cola Beverages Botswana
- Education: University of Botswana, Botswana International University of Science & Technology
- Government Bodies: Ministry of Youth Empowerment, Sport and Culture Development, BOCRA

Implementation Strategy

Pre-Event Engagement

- Sponsor announcement press releases
- Social media campaigns highlighting partnerships
- Advance promotional activities with sponsor integration
- Co-branded content creation building anticipation

During Event Activation

- Scheduled brand activations throughout the program
- Live promotion during broadcasts
- Social media coverage of sponsor activities
- Interactive challenges and giveaways

Post-Event Value

- Comprehensive analytics reports for sponsors
- Highlight reels featuring sponsored segments
- Thank-you campaigns acknowledging sponsor contributions
- First-right-of-refusal for future events



Sponsorship Package Deliverables

- Detailed sponsorship agreement outlining all benefits
- Brand guidelines for BESF assets usage
- Marketing calendar for promotional activities
- Post-event report with metrics and ROI analysis
- Official photographs and videos for marketing use
- Certificate of partnership with BESF

Contact Information

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