



13 Mar 2025

TO WHOM IT MAY CONCERN

Subject: Pioneering Botswana's Esports Future – Partnership & Membership Opportunities

Dear Sir/Madam

I hope this letter finds you well. My name is Game Bokhutlo, and I am reaching out to introduce Diamond Dynasty Esports, a trailblazing professional esports organization in Botswana. We are on a mission to transform the local esports landscape, creating world-class competitive teams, career opportunities, and a thriving gaming ecosystem.

Why Esports? Why Now?

Esports is the fastest-growing digital industry in the world, with a global market projected to reach over \$5 billion by 2030. Africa is emerging as a key player, and Botswana has the talent, passion, and potential to be at the forefront. Diamond Dynasty aims to bridge the gap between local gamers and international opportunities—but we can't do it alone.

Our Vision & Mission

Vision: To position Botswana as a dominant force in African esports by developing professional teams, fostering young talent, and building a sustainable gaming ecosystem.

Mission:

- To train and develop top-tier esports players for regional and global competitions.
- To establish esports as a viable career path for gamers, content creators, and industry professionals.
- To host high-quality tournaments and gaming events that unite and grow the community.
- To build strategic partnerships with organizations that recognize the power of esports.



Who We Are & Where We're Going

Diamond Dynasty is currently in the process of registering under CIPA and the Registrar of Societies, with the goal of securing affiliation with the Botswana Esports Federation (BESF) to gain national recognition.

Our competitive teams are already gearing up and recruiting for tournaments in:

- PUBG Mobile (mobile)
- Marvel Rivals (PC)
- Mobile Legends: Bang Bang (MLBB) (mobile)
- Street Fighter (Console)
- Call of Duty Mobile
- eFootball (Console)
- Tekken 8 (Console)

(With future expansion into additional esports titles and multiple platforms like PC and console)

We are actively working to set up an esports training academy to nurture and refine gaming talent in Botswana.



Opportunities to Join Diamond Dynasty

We are actively seeking passionate individuals to help shape the future of esports in Botswana. Available positions include:



- Sponsorship & Partnerships Coordinator (secures funding and corporate relationships)
- Event & Tournament Coordinator (plans and executes esports events)
- Technical & IT Support Lead (handles gaming setups, network stability, and live streaming)
- Community & Membership Coordinator (engages with fans, recruits new talent, and fosters esports culture)
- Additional Committee Members

If you're looking to be part of something bigger than just gaming, this is your chance to shape an industry from the ground up.

Why Partner with Diamond Dynasty?

Esports is not just the future—it's the present. By aligning with us, your brand can tap into a dynamic, young, and rapidly expanding audience.

For Corporate Sponsors:

Unparalleled Brand Visibility – Your Company will be featured across tournaments, jerseys, social media, and live streams, reaching thousands of engaged viewers.

Strategic Marketing – Direct access to Gen Z and Millennials, Africa's most digitally active demographic.

Tech-Savvy Engagement – Align your brand with innovation, technology, and the digital economy.

Corporate Social Responsibility (CSR) – Support youth development and digital careers while positioning your company as an esports pioneer.

For Individual Members:

- Elite training and mentorship from experienced players and coaches.
- Opportunities to compete in local and international tournaments.
- A professional esports environment that fosters growth and exposure.



- Access to exclusive industry connections and potential career paths in gaming, content creation, and event management.

Let's Build the Future Together

We would love the opportunity to discuss how you or your organization can be part of this groundbreaking movement. Let's work together to make Botswana a powerhouse in African esports.

Please let us know a convenient time to meet and explore how we can collaborate. Thank you for your time, and we look forward to partnering with you to shape the future of esports in Botswana.

Best Regards,

Game Bokhutlo

Chairperson

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