



# CIRCUIT

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## Introductions

### TEKKEN 254

TEKKEN 254 (registered as TEKKEN Two-Five-Four Gaming) is a venture that seeks to grow the Kenyan Tekken community and establish a competitive Tekken eSports scene in Kenya.

An eSport is a multiplayer video game played competitively for spectators. As one of the fastest growing industries, TEKKEN 254 aims to be a pioneer in growing this scene in Kenya as well as East Africa.

### The TEKKEN 254 Circuit

The TEKKEN 254 Circuit is a series of tournaments organised by TEKKEN 254 in partnership with Ace Pro Gaming Limited. This year, Season One ran from January to April, attracting a total of 24 players and an average of 30-50 spectators per tournament.

The schedule for Season One ran as follows:

- 27 January 2018 – Kenya Cultural Centre



**TEKKEN  
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- 17 February 2018 – Six Eighty Hotel



- 10 March 2018 – The Monarch Hotel



| Pos. | Name              | Pseudonym       | P1 |     |    |    |    |    |    |    |    |    |    |    |     |     |     |     |     |     |     |     |
|------|-------------------|-----------------|----|-----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|
|      |                   |                 | P1 | P2  | P3 | G1 | G2 | G3 | G4 | G5 | G6 | G7 | G8 | G9 | G10 | G11 | G12 | G13 | G14 | G15 | G16 | G17 |
| 1    | Michael Mukoro    | Mickey          | 3  | 120 | 19 | 9  | 57 | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 2    | Nathan Andu       | Vega            | 3  | 70  | 11 | 22 | 22 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 3    | Brian Tsi         | Tz              | 3  | 75  | 11 | 20 | 20 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 4    | Devu Kamano       |                 | 3  | 67  | 12 | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 5    | William Omondi    | MCET            | 2  | 65  | 10 | 4  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 6    | Nicholas Imenorie | Pumpfists       | 3  | 16  | 8  | 6  | 26 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 7    | Mawira Jugga      | Dantespect      | 2  | 28  | 7  | 5  | 19 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 8    | Anthony Claessen  | Sinba           | 2  | 24  | 7  | 5  | 22 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 9    | Edwin Obare       | Chunna Mzee     | 3  | 20  | 5  | 4  | 17 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 10   | Derrick Nsenga    | Frost           | 3  | 20  | 5  | 6  | 17 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 11   | Simon Dawa        | Dave Jr.        | 3  | 12  | 3  | 8  | 9  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 12   | Robert Maina      | Proto-G         | 2  | 9   | 1  | 6  | 7  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 13   | Peter Mungai      | Jyste2010       | 3  | 9   | 2  | 7  | 8  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 14   | Jonathan Muriu    | mugwai99alumy   | 2  | 8   | 3  | 7  | 10 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 15   | Robin Walidu      | PseudotDude     | 3  | 9   | 2  | 5  | 8  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 16   | Solomon Osweago   | Sheryalyn       | 2  | 5   | 2  | 5  | 6  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 17   | Robert Mtononi    | Robot605        | 3  | 4   | 1  | 2  | 5  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 18   | Julius Wihoma     | Quakeverse      | 3  | 3   | 1  | 0  | 5  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 19   | Francis Njoroge   | DC12110         | 1  | 1   | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 20   | Sanjay Wanjal     | Pip Squale      | 1  | 1   | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 21   | Lucious Saliazar  | Ibfared         | 1  | 1   | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |
| 22   | Ken Njoka         | Poison of Death | 1  | 1   | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |



# TEKKEN 254 CIRCUIT

- 31 March 2018 – Thika Road Mall (part of the East African Gaming Convention)



## Achievements

- Successfully organised the first season of the TEKKEN 254 Circuit.
- Partnerships with eSports pioneers in East Africa, e.g. Gaming4Kenya, Movie Jabber (MJX)
- International recognition through our social media, with some players approached by international eSports teams, e.g. QueenArrow who was signed by XIT Woundz from New Jersey, U.S.





## Season Two

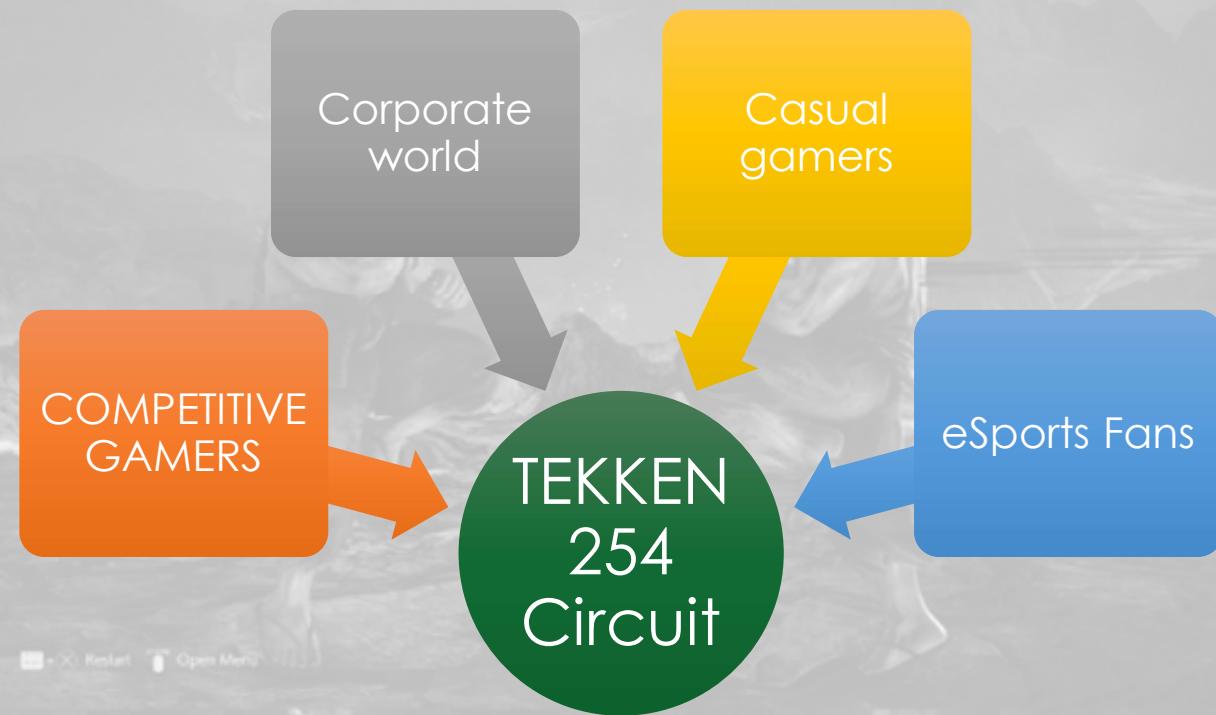
Season Two of the TEKKEN 254 Circuit will be held on the following dates:

- Qualifier 1 – 9 June 2018
- Qualifier 2 – 23 June 2018
- Qualifier 3 – 14 July 2018
- Final tournament – 11 August 2018

Activities taking place during these tournaments will include but not be limited to:

- Competitive gaming
- Casual gaming
- Merchandising
- eSports exhibition

## Target market





## Sponsorship tiers

| Level               | Amount (per season) | Slots available |
|---------------------|---------------------|-----------------|
| <b>Platinum (P)</b> | Ksh. 250,000        | 0               |
| <b>Gold (G)</b>     | Ksh. 100,000        | 2               |
| <b>Silver (S)</b>   | Ksh. 50,000         | 5               |
| <b>Bronze (B)</b>   | Ksh. 10,000         | 5               |

|   | P | G | S | B |
|---|---|---|---|---|
| Competition naming rights                                     | ✓ |   |   |   |
| Dedicated slot for promotion on main stage before grand final | ✓ |   |   |   |
| Access to player and spectator attendance data                | ✓ | ✓ |   |   |
| Logo on branded t-shirts and hoodies                          | ✓ | ✓ |   |   |
| On-stream ads (YouTube and Twitch)                            | ✓ | ✓ |   |   |
| Allocated space at venue                                      | ✓ | ✓ |   |   |
| Product placement (main stage, commentators' booth)           |   |   |   | ✓ |
| Social media marketing  | ✓ | ✓ | ✓ |   |
| Offer special giveaways to players and spectators             | ✓ | ✓ | ✓ |   |
| Venue branding (banners, roll-ups, etc.)                      | ✓ | ✓ | ✓ | ✓ |
| Logo on all promotional images and videos                     | ✓ | ✓ | ✓ | ✓ |

### Platinum sponsor

- Competition naming rights
- Dedicated slot for promotion on main stage before grand final (the final match of the tournament)
- Access to player and spectator attendance data
- Logo on the front of branded t-shirts and hoodies



- On-stream ads (YouTube and Twitch) – maximum airtime of 1 minute per break for 6-7 commercial breaks over the course of a tournament
- Allocated space at venue
- Social media marketing
- Offer special giveaways to players and spectators
- Venue branding (banners, roll-ups, etc.)
- Logo on all promotional images and videos

# TEKKEN 254 CIRCUIT

- Logo and profile on our website (currently under construction) as a platinum sponsor

## Gold sponsor

- Access to player and spectator attendance data
- Logo on the sleeves of branded t-shirts and hoodies



- On-stream ads (YouTube and Twitch) – maximum airtime of 30 seconds per break for 6-7 commercial breaks over the course of a tournament
- Allocated space at venue
- Social media marketing
- Offer special giveaways to players and spectators
- Venue branding (banners, roll-ups, etc.)
- Logo on all promotional images and videos

## Silver sponsor

- Product placement on main stage and commentators' booth
- Social media marketing
- Offer special giveaways to players and spectators
- Venue branding (banners, roll-ups, etc.)
- Logo on all promotional images and videos

## Bronze sponsor

- Venue branding (banners, roll-ups, etc.)
- Logo on all promotional images and videos



# CIRCUIT

## External links

- Website – <http://www.tekken254.co.ke/>
- Facebook – <http://www.facebook.com/itstekken254>
- Twitter – <http://www.twitter.com/itstekken254>
- Instagram – <http://www.instagram.com/tekken254>
- YouTube – <http://tiny.cc/tekken254youtube>
- Twitch – <http://www.twitch.tv/tekken254>

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