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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.

## Circuit

The TEKKEN 254 Circuit is a series of tournaments organised by TEKKEN 254 in partnership with Ace Pro Gaming Limited.

## Season One

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



- 17 February 2018 – Six Eighty Hotel



- 10 March 2018 – The Monarch Hotel



Pos.	Name	Pseudonym	Tekken 254											
			1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
1	Michael Muhoro	Mickey	3	26	30	31	31	31	31	31	31	31	31	31
2	Nathaniel Ambwe	Vega	3	26	30	31	31	31	31	31	31	31	31	31
3	Brian Toli	Tz	3	25	31	31	31	31	31	31	31	31	31	31
4	Davay Kamani		3	25	31	31	31	31	31	31	31	31	31	31
5	William Omondi	PRIEST	3	67	33	36	36	36	36	36	36	36	36	36
6	Nicholas Imomje	Fluffytoys	2	65	24	30	30	30	30	30	30	30	30	30
7	Mathew Njaga	Dekirkopet	2	28	7	5	36	36	36	36	36	36	36	36
8	Anthony Cheeseman	Simba	2	24	6	4	32	32	32	32	32	32	32	32
9	Edwin Obare	Obuma Mzee	2	20	5	4	37	37	37	37	37	37	37	37
10	John Obare	John Obare	2	20	6	5	37	37	37	37	37	37	37	37
11	Simon Dres	Dave Jr.	3	26	30	31	31	31	31	31	31	31	31	31
12	Robert Maina	Proto-G	2	9	1	6	7	7	7	7	7	7	7	7
13	Peter Mungai	Kstra2000	3	9	3	7	8	8	8	8	8	8	8	8
14	Jonathan Munyi	muguerabamony	2	8	3	4	10	10	10	10	10	10	10	10
15	Abdullah Waithira	PseudoDude	3	6	3	5	8	8	8	8	8	8	8	8
16	Solomon Ongwogo	Shoryiken	1	4	1	2	5	8	8	8	8	8	8	8
17	Robert Mintosi	Ronin05	3	3	3	3	3	3	3	3	3	3	3	3
18	Julius Wakhome	Quenkerface	1	1	1	3	3	3	3	3	3	3	3	3
19	Francis Njoroge	Qwest555	1	1	1	1	3	3	3	3	3	3	3	3
20	Sanjaya Wanigan	Pip Squeak	1	1	0	4	3	0	0	0	0	0	0	0
21	Lucious Saracan	Infrared	1	1	0	2	0	0	0	0	0	0	0	0
22	Ean Njoka	Poison of Death												



- 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 ran from July to September, attracting a total of 36 players and an average of 30-50 spectators per tournament. The schedule for Season Two ran as follows:

- 7 July 2018 – Best Western Meridian Hotel



- 21 July 2018 – Kenya Cultural Centre



- 4 August 2018 – Kenya Cultural Centre



- 1 September 2018 – Kenya Cultural Centre



## Achievements

- Successfully increased the number of players from Season One.
- Introduced a two-tier system (Premier Division and Challenger Division) to enhance competition and improve the experience for newcomers
- Recognition on local media, including an interview on 10 over 10 (Citizen TV)



## Season Three

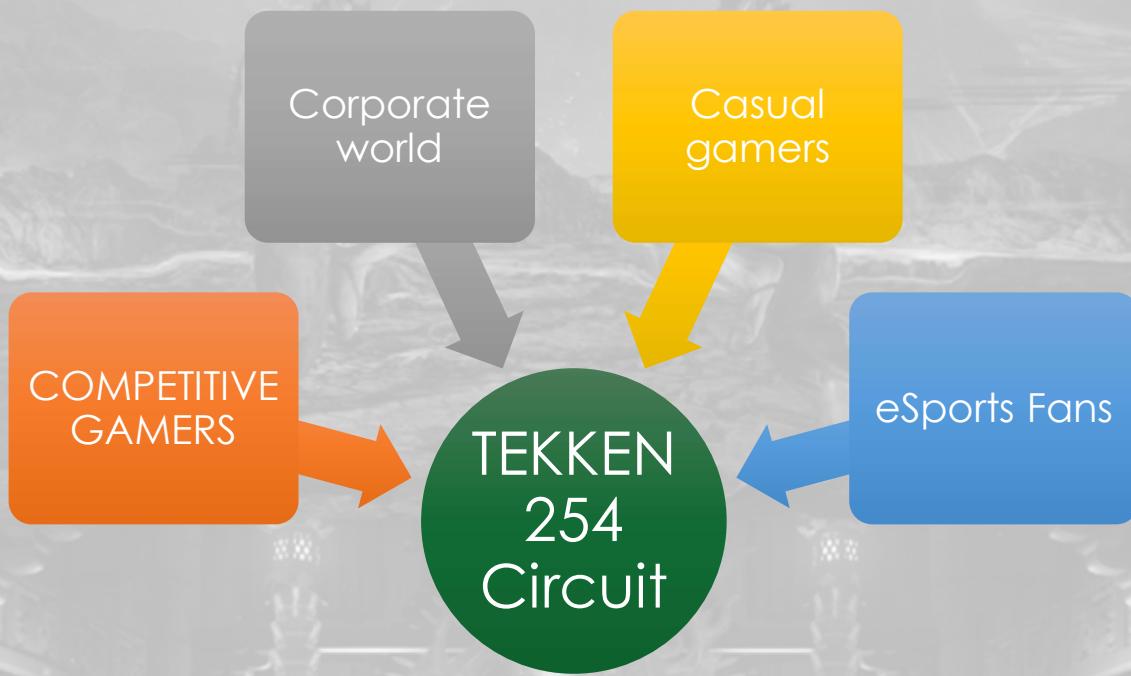
Season Two of the TEKKEN 254 Circuit is running on the following dates:

- Qualifier 1 – 26 January 2018
- Qualifier 2 – 23 February 2018
- Qualifier 3 – 23 March 2018
- Qualifier 4 – 4 May 2018
- Qualifier 5 – 8 June 2018
- Qualifier 6 – 6 July 2018
- Final tournament – 3 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	1
<b>Gold (G)</b>	Ksh. 100,000	2
<b>Silver (S)</b>	Ksh. 50,000	3
<b>Bronze (B)</b>	Ksh. 10,000	5

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

### Platinum sponsor

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



- 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 stream and all promotional images and videos
- Logo and profile on our website as a platinum sponsor

## Gold sponsor

- Access to player and spectator attendance data
- Dedicated slot for promotion on main stage before grand final (the final set of the tournament)
- 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 stream and all promotional images and videos
- Logo and profile on our website as a gold sponsor

## Silver sponsor

- Product placement on main stage and commentators' booth at tournaments
- Social media marketing
- Offer special giveaways to players and spectators
- Logo on all promotional images and videos
- Logo and profile on our website as a silver sponsor

## Bronze sponsor

- Offer special giveaways to players and spectators
- Logo on all promotional images and videos
- Logo and profile on our website as a bronze sponsor

## 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://www.youtube.com/tekken254>
- Twitch – <http://www.twitch.tv/tekken254>

## Contacts

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