



KRAFTON

E SPORTS

WITH
KRAFTON

ABOUT SATURNALIA



Saturnalia 2024 is Thapar Institute's **flagship technocultural fest**, attracting over 20,000+ students from diverse fields. It combines innovation, creativity, and entertainment through a range of technical competitions, cultural performances, and workshops. As one of **North India's largest** student events, it has a legacy of top-tier sponsors and wide social media engagement. This year, Saturnalia aims to introduce esports as a key attraction, making it an **ideal platform for Krafton** to connect with **tech-savvy students** and **gaming enthusiasts**, further establishing their brand within the growing esports culture in India.

WHY PARTNER WITH SATURNALIA

Krafton's partnership with Saturnalia offers **direct engagement** with a highly **relevant target audience** of tech-savvy students and gaming enthusiasts **aged 18-24**. With over **20,000 participants** from engineering, computer science, and related fields, the event provides significant campus presence and interaction. Saturnalia's blend of technology and culture **aligns perfectly with Krafton's gaming ethos**, creating strong brand synergy. Additionally, the fest's **extensive social media reach**, including pre-event promotions across **Instagram, Facebook, and YouTube**, ensures **maximum visibility and engagement** with the student community.

ESPORTS NIGHT OVERVIEW

- Competitive gaming event featuring **Krafton's flagship games**.
- Format: **Solo, Duo, and Squad** matches with live commentary.
- Expected participation: **1000+ gamers** 1,500+ audience members.
- **Live-streamed** on YouTube and Instagram to amplify reach.

A DEDICATED BUILDING THEMED E-SPORTS



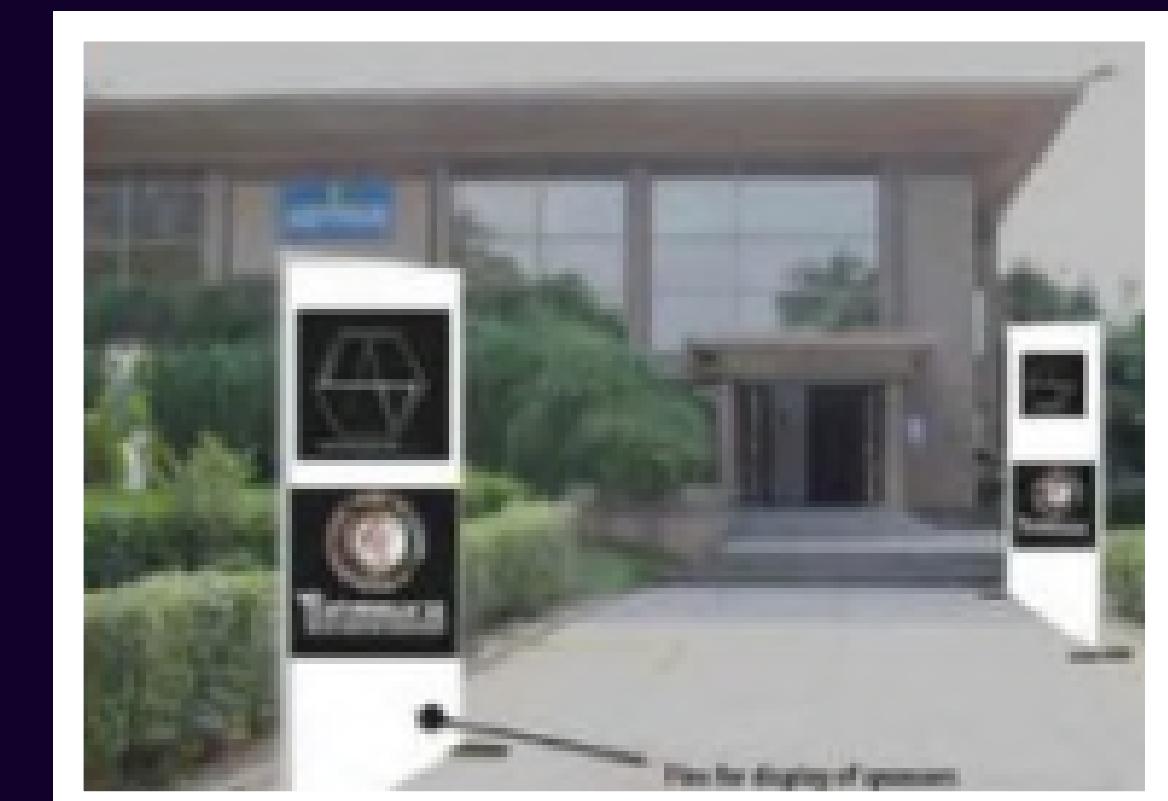
TAN AUDITORIUM



A **three storey building** fully equipped with AC/ electrical connections and other excellent network facilities will be converted to a **e-sports zone** for the entire night.

Krafton's brand logo's will be **projected on the projectors** during the e sports, also in the **live commentries**.

KRAFTON BRANDING OPPURTUNITIES



A DEDICATED BUILDING THEMED E-SPORTS



EVENT FLOW

PRELIMS AND MAINS

Qualifying games:

- 1.Road to valor
- 2.BGMI
- 3.Bullet Echo
- 4.Real cricket 24

- Teams will compete in all four games, and their performance in each will determine advancement to the next round.
- **Selection Criteria:** Top teams from each game will qualify for the Mains based on performance in the prelims.



EVENT FLOW

PRELIMS AND MAINS

- The final competition among the top teams from the Prelims.
- Winners will be selected based on cumulative scores across games in the Mains.



PRIZE POOL AND DISTRIBUTION

BGMI-20,000 INR

Real Cricket 24-15,000 INR

Bullet Eco-8000 INR

Road to Valo-8000 INR



DELIVERABLES

1. National Media Presence
2. Social Media Presence
3. Invitation Posters to share with Other Colleges
4. Emcee Mentions
5. LED Presence
6. Gift Hampers
7. Photo Booth
8. Banners
9. Idea Wall
10. Standee
11. PR Booklet

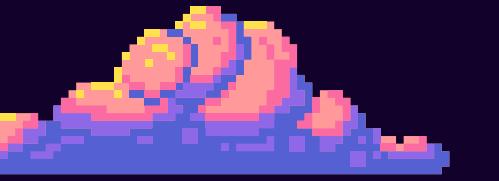


EXPECTED AMOUNT

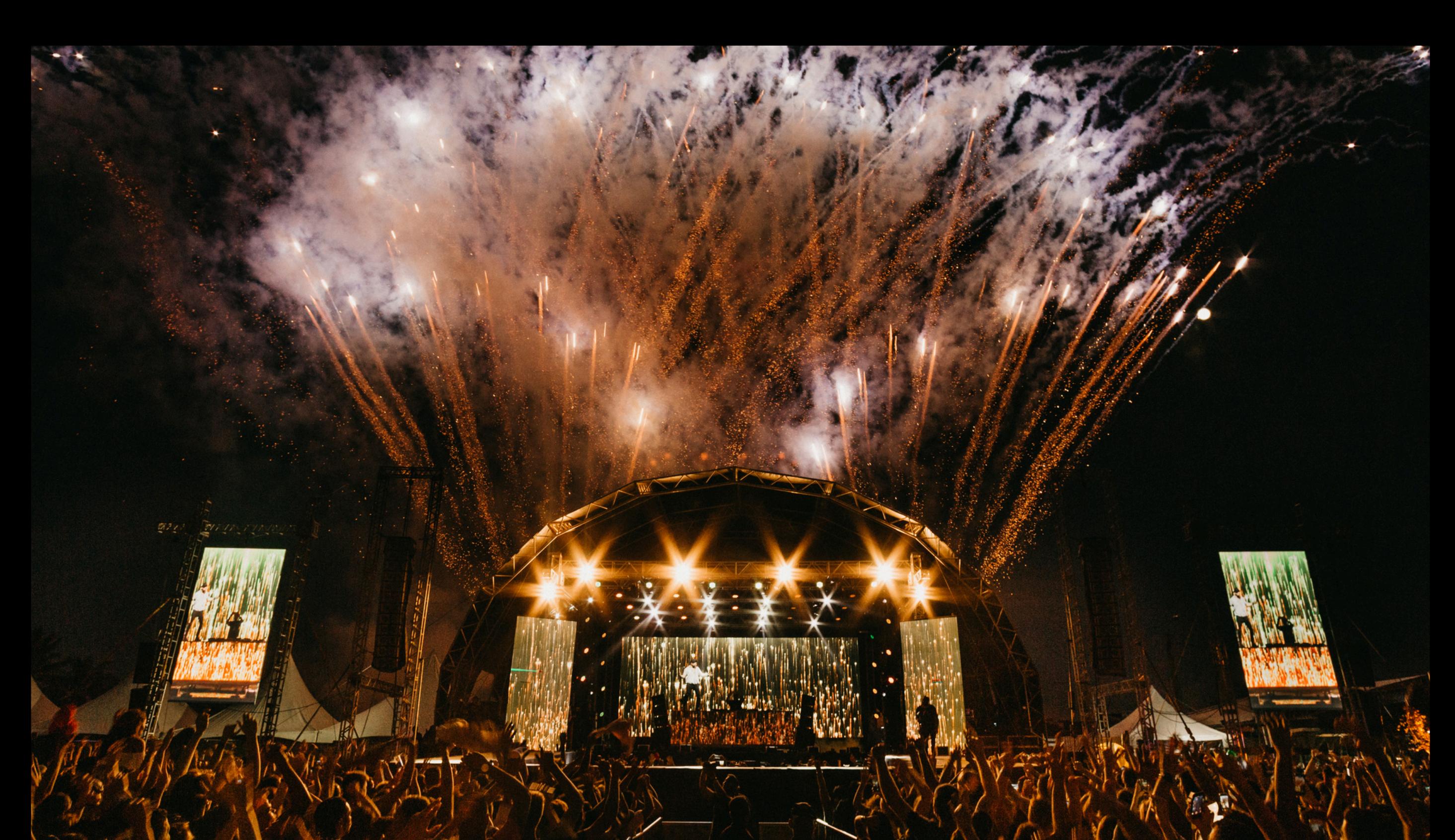
1,50,000 INR

MARKETING OPPORTUNITIES FOR KRAFTON

- Brand Exposure: **Logo placement on all promotional materials** (banners, social media, posters).
- Livestream Presence: Krafton branding in the **live-stream overlay for YouTube** and Instagram.
- Exclusive Merchandise Opportunities: Distribute Krafton-branded merch or in-game rewards.
- Engagement: Engage with students through **interactive booths, giveaways, and contests** during the fest.



BACKDROP ON EVENTS IN FETE AREA



LET'S WORK TOGETHER



Vasu Tohani



Ankeet Kumar

