Hi Everyone,

I've been approached by a top and famous Esports organization from Europe. They have won numerous international trophies and they are involved in a dozen of games, including Tier-1 esports titles such as Counter Strike 2, League of Legends or Valorant.

With millions of followers on social media and presence across the world, they are looking for a main sponsor and that would include:

- IP & Rights: Use of IP/Logo & players' collective image, sector exclusivity, press release.

- Branding: ApeCoin logo front and center on jersey, website, app, IRL location.

- Players: Access to players, activation and use of their image in campaigns.

- Digital: Bespoke content, branded content series and posts on social/website.

- Hospitality: Privatization of their IRL headquarter, stadium and tickets for tournaments.

- Special operations: From ideation to execution they provide turnkey solutions (digital & on-site).

They are already involved in web3 with a dedicated program including collectibles and are looking to expand it. As part of the partnership all their current web3 programs and NFTs would be migrated to ApeChain.

In terms of budget, the cost would be around 3.5M€ per year for main sponsorship with 20% directly dedicated to ApeCoin activations: Brand Campaigns, Product Campaigns, Dedicated Merch, Direct to consumer touch points, Content factory, Online and IRL Experiences.

Their ultimate goal beyond resources and support, is to find for a partner that will help them to keep building their web3 projects, share its expertise and help them co-construct the future of esports.

The team will disclose its name and approach if the feedback shows interest for this proposal and I will organize a space for the community to learn more about it directly from the team. I won't get any financial retribution to this, just helping facilitate as part of my Steward role.

Thanks,

DIM

UPDATE POSTED IN THE COMMENTS:

Hi all,

As mentioned in the post and the comment, I accepted to help the team who reached out to me a while ago to the condition they will not be anonymous for the AIP and that there would be a good feedback loop for the community.

They have been working hard on a draft for their proposal and would like to present it to the community for a first round of live feedback before posting it in the forum next week.

I'll be hosting an online call with them to introduce the company/team and their AIP idea. Everyone interested is welcome. There will be a Q&A following the presentation.

Time and Date: Friday, 25th October - 11am EST/5pm CET

Link: https://meet.google.com/aqs-kgfd-csu

Duration: 1 hour

See you on Friday!

DIM