



## **SUB WARS – A Unique Dota 2 Gaming Event Sponsorship Proposal**

### **Event Overview – Introduction to SUB WARS**

SUB WARS is a one-of-a-kind Dota 2 event created by Omkar “PasoLL” Urunkar, uniting players from all ranks — from Heralds to Immortals — in a unique, inclusive format.

Players register solo and are assigned to new teams every match, promoting fairness, community learning, and balance across ranks. This format has never been done before in the Dota 2 community and has inspired players across India and Southeast Asia to participate in a new kind of grassroots competition.

SUB WARS emphasizes community growth, fun competition, and learning through teamwork, making it one of India’s most distinctive community-driven esports tournaments.

### **Audience & Engagement**

- Community Size: 5,000+ active members across Discord, YouTube, and social platforms
- Average Live Viewership: 215+ concurrent viewers
- Peak Viewership: 320+ during main event streams
- Demographic: Primarily ages 18–34

This audience represents a growing demographic of tech-savvy, brand-aware individuals who actively

participate in the gaming ecosystem and are highly receptive to sponsors who support esports initiatives.

## Event Growth & Impact

### **SUB WARS 1 (June 30 – July 1, 2024)**

160 players · INR 40,000 prize pool · 40,000 views · 8,000 watch hours

### **SUB WARS 2.0 (Aug 24–25 & Aug 31–Sep 1, 2024)**

200 players (32 teams) · INR 75,000 prize pool · 71,300 views · 15,400 watch hours

### **SUB WARS 3 (Dec 14–15 & 21–22, 2024)**

160 players · INR 1.10 Lakh prize pool · 90,000 views · 20,000 watch hours

### **SUB WARS 4 (April 2025)**

160 players · INR 1.30 Lakh prize pool · 120,000 views · 25,000 watch hours

**Cumulative Totals:** 280,000+ views · 25,000+ unique viewers · 9,000+ returning viewers · 60,000+ watch hours

## Prize Pool Growth

- SUB WARS 1: INR 40,000
- SUB WARS 2.0: INR 75,000
- SUB WARS 3: INR 1.10 Lakh
- SUB WARS 4: INR 1.30 Lakh

## Total Views Growth

- SUB WARS 1: 40K
- SUB WARS 2.0: 71K
- SUB WARS 3: 90K
- SUB WARS 4: 120K

The steady upward trajectory of participation, viewership, and engagement demonstrates the strong foundation of SUB WARS and its growing influence within the Indian esports community.

## Brand Visibility Opportunities

- Logo placement on live stream overlays, intros, and transitions
- Sponsor shoutouts during openings, MVP announcements, and finals
- Logo presence in highlight reels, recap videos, and YouTube thumbnails
- Mentions in social media posts, reels, and Discord announcements

- Co-branded giveaways and community activations

## Why Sponsor SUB WARS?

### Increased Brand Exposure

Reach thousands of engaged esports fans through live streams, highlight videos, and post-event promotions.

### Positive Brand Association

Align with a grassroots, community-first event that celebrates inclusivity and passion for gaming across all ranks.

### Direct Audience Engagement

Engage with India's most active 18–34-year-old gaming demographic.

### Community Trust and Loyalty

Gamers strongly support brands that invest in their communities, creating long-term goodwill.

## Future of SUB WARS

The upcoming SUB WARS 5 aims to raise the bar even higher, with:

- A INR 1.5+ Lakh Prize Pool
- Expanded brand collaborations and cross-promotions
- Enhanced broadcast quality and production design
- Broader regional participation across India and Southeast Asia

SUB WARS 5 will cement its position as India's most recognized community-led Dota 2 event.

## Sponsorship Packages (Sample Structure)

### Title Sponsor

- Exclusive naming rights (e.g., "SUB WARS 5 presented by [Brand]")
- Premium logo placement
- 5 dedicated shoutouts and post-event mention
- Custom brand segment

### Official Partner

- Prominent logo placement
- 3 live shoutouts
- Mentions in social media and recap posts

### Supporting Sponsor

- Logo placement on overlays
- 1 shoutout per event day
- Inclusion in official thank-you posts

#### **Community Sponsor**

- Logo on event visuals and Discord banners
- Giveaway collaborations

## **Next Steps**

1. Confirm sponsor goals and desired activations
2. Select a sponsorship package or request customization
3. Sign agreement and submit creative assets
4. Coordinate timelines for pre-event promotions and activations

## **Contact Information**

Email: [pasolldota@gmail.com](mailto:pasolldota@gmail.com)

YouTube: @PasoLL

Discord: PasoLL Community (5,000+ members)

## **Summary**

SUB WARS is more than a tournament — it's a movement built by the community, for the community.

Each edition has grown in scale, viewership, and impact, setting new benchmarks for Indian grassroots esports.

Partnering with SUB WARS allows your brand to connect with one of the most passionate and fast-growing audiences in India's gaming ecosystem.