



GEAR

Gaming Enthusiasts Association Ring



Introduction

Ascend: Sovereign 2025 is a prestigious event held and organized by **TUP Gaming Enthusiasts Association Ring**, celebrated annually during the university's founding anniversary in December. As an officially accredited organization at the Technological University of the Philippines - Manila, established in September 2019, and affiliated with AcadArena and Estudyante Esports, TUP GEAR's primary aim is to **promote gaming and esports, striving to make them widely accepted as both an art form and a sport.**

TUP GEAR aims to provide students with access to various gaming resources and networks, aiming to create a vibrant gaming culture within the university. We firmly believe in recognizing gaming as a valuable form of recreation and skill, encouraging the development of young talents in the gaming community. As an organization in the alliance program of AcadArena, TUP GEAR is proud to conduct Ascend 2025 as one of our major annual projects. The event serves as a platform to showcase the capabilities of our talented students and to celebrate the foundation during the month of December. This year's tournament will feature three major games: **VALORANT, Mobile Legends: Bang Bang, and Teamfight Tactics.** And two minor games: **Honor of Kings and Tekken 8.**

1 week from now, we hope to have a confirmed collaboration with you as our prospect sponsor. TUP GEAR firmly believes in the power of teamwork, and your involvement as a partner will undoubtedly help us achieve our dreams and make Ascend 2024 an unforgettable experience for everyone involved.

Ascend

Major Titles



Ascend

Minor Titles



Ascend

Event Schedule

SEPTEMBER

15

START OF REGISTRATION

OCTOBER

31

END OF REGISTRATION

NOVEMBER

08

QUALIFIERS (MAJOR)

09

QUALIFIERS (MINOR)

15

PLAY-INS (MAJOR)

Ascend

Event Schedule

16

PLAY-INS (MINOR)

22

QUARTERS TO SEMIS (MAJOR)

29

QUARTERS TO SEMIS (MINOR)

DECEMBER

17

GRAND FINALS

19

GRAND FINALS & AWARDING

Sponsorship Packages

	MINOR	MAJOR	CO-PRESENTOR
	CASH OR IN-GAME CREDITS WORTH OF ₱4,000 TO ₱7,999	CASH OR IN-GAME CREDITS WORTH OF ₱8,000 TO ₱15,999	CASH OR IN-GAME CREDITS WORTH OF ₱16,000 AND ABOVE
NAMING	PROMOTION AND ACKNOWLEDGEMENT AS A "MINOR SPONSOR"	PROMOTION AND ACKNOWLEDGEMENT AS A "MAJOR SPONSOR"	PROMOTION AND ACKNOWLEDGEMENT AS A "CO-PRESENTER"
LIVE ACKNOWLEDGMENT ON LIVESTREAMS (SPIELS)	✓	✓	✓
BOOTH ACTIVATION OPPORTUNITY	✓	✓	✓
SPECIAL SEGMENT FEATURE	X	MAX OF 8 MINUTES	MAX OF 10 MINUTES
AIRING OF COMPANY AVP OR COMMERCIAL DURING LIVESTREAM BREAKS.	X	MAX OF 5 MINUTES	MAX OF 8 MINUTES
TARPAULIN DISPLAY	X	✓	✓
SOCIAL MEDIA	INCLUSION OF LOGO ON ALL PUBLICITY MATERIALS (SMALL LOGO)	INCLUSION OF LOGO ON ALL PUBLICITY MATERIALS (MEDIUM LOGO)	INCLUSION OF LOGO ON ALL PUBLICITY MATERIALS (LARGE LOGO)
	BRAND MENTIONS IN CAPTIONS	BRAND MENTIONS IN CAPTIONS	BRAND MENTIONS IN CAPTIONS
	X	BRAND HASHTAG INTEGRATION	BRAND HASHTAG INTEGRATION
	X	1 FACEBOOK STORY	3 FACEBOOK STORY
	X	X	1 FB REEL/TIKTOK BRAND HIGHLIGHT

Point of Contact



MARI NICOLETTE ROLDAN
CHIEF EXECUTIVE OFFICER

MARINICOLETTE.ROLDAN@TUP.EDU.PH
09950176062



MATTHEW TROY QUINTO
CHIEF MARKETING OFFICER

MATTHEWTROY.QUINTO@TUP.EDU.PH
09603536979



WWW.FACEBOOK.COM/TUPGEAR



GEAR.MANILA@TUP.EDU.PH



AYALA BLVD., CORNER SAN MARCELINO ST.,
ERMITA, MANILA 1000