



## Corporate Sponsorship Model

### Overview

Our corporate sponsorship model offers businesses a unique opportunity to enhance their ESG ratings while supporting community development through esports. By sponsoring BARBAH Games' SDG tournaments, corporations can demonstrate their commitment to sustainable development and social responsibility.

### Sponsorship Tiers

1. **Platinum Sponsor**
  - Investment: \$100,000+
  - Benefits:
    - Naming rights for a tournament series. (Note needs to be aligned with an SDG)
    - Branding and purchase of a gaming pod.
    - Logo placement on all tournament materials and streams.
    - Feature in all press releases and marketing campaigns.
    - Direct impact report on ESG contributions.
2. **Gold Sponsor**
  - Investment: \$50,000 - \$99,999
  - Benefits:
    - Logo placement on tournament streams and marketing materials.
    - Mention in press releases and social media campaigns.
    - Quarterly impact report on ESG contributions.
3. **Silver Sponsor**
  - Investment: \$25,000 - \$49,999
  - Benefits:
    - Logo placement on tournament streams.
    - Mention in select press releases and social media posts.
    - Bi-annual impact report on ESG contributions.

4. Bronze Sponsor
  - Investment: \$10,000 - \$24,999
  - Benefits:
    - Logo placement on website and select marketing materials.
    - Annual impact report on ESG contributions.

## Impact Metrics

**Community Development:** Reports on resources provided to communities (e.g., educational materials, upskilling workshops).

**Youth Engagement:** Number of youth engaged and participating in SDG-related activities.

**Visibility and Reach:** Metrics on viewership, social media engagement, and public relations impact.

## ESG Reporting

- Detailed reports aligned with global ESG standards.
- Documentation of specific SDG contributions.
- Testimonials and case studies from participating communities.

## Process

1. **Initial Consultation:** Understanding the corporation's ESG goals and alignment with our initiatives. This consultation will be completed by our partner firm.

2. **Custom Proposal:** Tailoring sponsorship packages to meet specific corporate objectives.

3. **Activation:** Implementation of sponsorship elements, including branding and engagement activities.

4. **Reporting:** Regular updates and impact reports to showcase the benefits and contributions of the sponsorship.