



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.

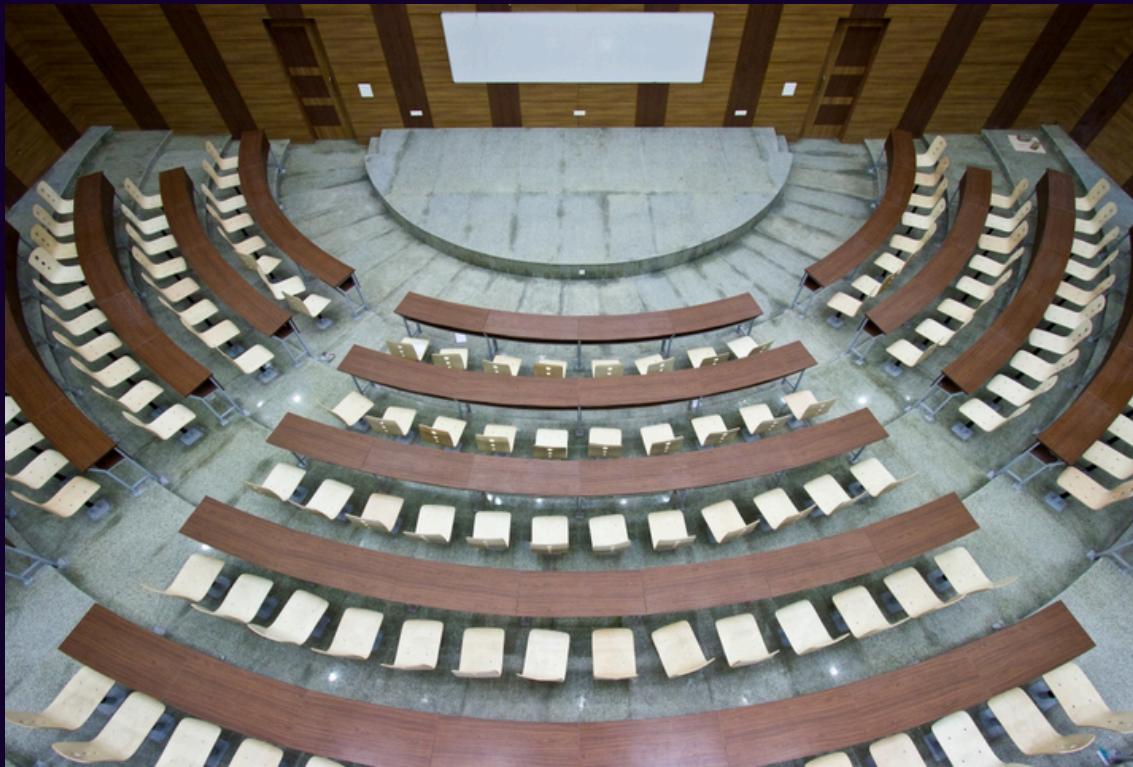
WHY PARTNER WITH SATURNALIA

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



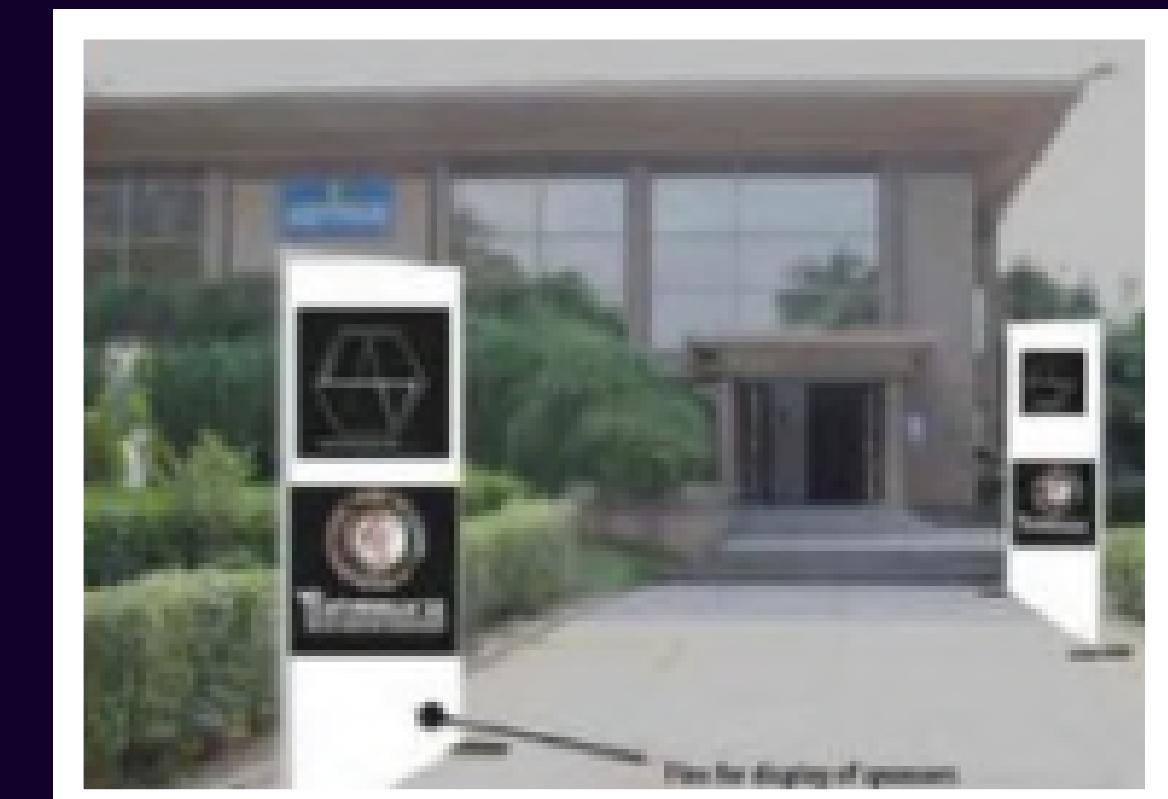
TAN AUDITORIUM



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**

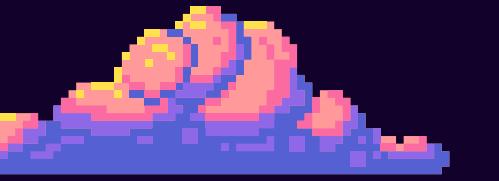


EXPECTED AMOUNT

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

