

Namibian Electronic Sports Association

SPONSORSHIP PROPOSAL

2019



01 May 2019

Dear prospective sponsor,

I would like to thank you for allowing us the opportunity to present you with our sponsorship proposal. NESA has seen very promising growth over the past two years and we are very excited about all the opportunities in store for Namibian esports. The association is managed by dedicated volunteer staff, all of who tirelessly provide their skills, time and assistance to ensure that NESA can offer a variety of structured programs.

Our sponsorship proposal has been developed to specify NESA's overall needs and indicate to businesses the possible returns on investment should they choose to invest in Namibian esports. We offer our sponsors brand exposure through a variety of mediums including online media, print, signage, competition naming rights and much more. In return for your contribution, NESA can help your business increase your brand awareness and image, to gain new customers and to develop relationships with existing customers. In doing this, you showcase your devoted involvement in supporting the local community and NESA.

NESA has some exciting new developments for this year as we continue to uphold our most popular and successful events such as NamLAN and the annual Coastal LAN events. We are expanding our horizons by introducing the Schools Leagues' Pilot Program which is being initiated during 2019. We are pleased to present you with the opportunity to contribute towards the development of gaming as a sport in Namibia.

In finishing, I would like to extend a sincere thank you for taking the time to read our sponsorship proposal. We believe our proposal will provide an exciting marketing opportunity for your business and we would relish the opportunity of working in partnership with your business.

Kind Regards,



Jonel van Schalkwyk

NESA President

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What is Esports

Ever Evolving Entertainment

The rapid introduction and evolution of technology over the last two and a half decades has made change inevitable in almost every domain of our lives. From banking to communications, entertainment, medicine, the arts and sciences, technology has and will keep shifting how we perceive our lives. From our work places to our social lives, technology has made its mark. In the area of recreation and entertainment technology has had an undisputable and profound influence on how we entertain ourselves and spend our leisure time.

Born in the late 1970's and then popularised in the early 1980's, the introduction of "TV Games" or consoles as a new form of entertainment evolved out of a technology boom during the 1980's. By the 1990's console gaming had become a very popular form of family entertainment. Towards the end of the 1990's personal computers (PCs) became a common household 'appliance'. Video games found their way to the PC, created for the new platform which challenged and rivalled the console. As technology advanced rapidly, so too did the games (for console and PC) and with it the birth of "Gaming" as a major popular form of entertainment.

Throughout the 2000's this trend had not slowed down by any way and what was predicted by industry observers to only happen by 2012, amazingly happened in 2007; Gaming overtook Hollywood in terms of revenue generation. This dramatic increase in the gaming industry has been accredited by many industry specialists to the development of competitive gaming and the sport of gaming. Better known as electronic sports or esports, competitive gaming has become one of the fastest growing forms of sport and has gained similar appeal and status as that of football, Formula 1 racing and even the Olympics.

Going Beyond Just A Game

Gaming has developed into a sports code which sees national teams participating in international events and tournaments with a global audience of millions of fans and supporters. Esports competitions, such as the IESF Esports World Championship, can have more than 40 nations participating in the games with close to 600 participants and 5 million spectators live and online.

Namibia has in no way been left out of this new culture of esports and over the past eleven years there has been a significant increase in the number of gamers and public gaming events. Namibian esports has started to catch on and it will surely spread like wildfire in the upcoming years.



Introduction to NESA

The Namibian Electronic Sports Association (NESA) is the representative and governing body for esports in Namibia. NESA was established in 2010 and is officially recognised by and registered with the Namibia Sports Commission.

NESA is a non-profit organisation dedicated towards the development and growth of gaming as a sport in Namibia. The association promotes good sportsmanship and etiquette, legal software use and healthy sporting lifestyles. Representing Namibia on the ever-expanding international stage of esports is a fundamental part of NESA's operations and objectives.

Brief History

NESA has and continues to host various esports events across Namibia with outstanding success. Gaming events are flourishing as the number of participants, spectators, prizes and media coverage continue to expand on a yearly basis.

The very first National Team in esports was selected in 2014 for DotA2 and they were dubbed *The Desert Sidewinders*. NESA has since expanded significantly on national titles and international relations for hosting more competitions. In 2017, NESA had the privilege of sending the very first National esports athlete abroad to participate in the IESF World Championship which took place in Busan, South Korea.

2018 is marked as NESA's most successful year yet as 11 Namibian athletes were able to participate in the IESF's 10th World Championship event that was hosted in Kaohsiung, Taiwan.

With adequate support from the community and funding from dedicated sponsors, we hope to increase our National titles as far as possible to create more opportunities for our athletes and to further promote and refine professional gaming in Namibia.



**Desert Sidewinders competing online against South Africa in 2014*



**Mazila "Freddy" Mazila competing against SA-athlete at the IESF 2017 World Championship in Busan, South Korea*



NamLAN – LAN of the Brave

The pride and glory of all NESA events is the *NamLAN – LAN of the Brave* gaming competition hosted in December each year since 2008. This event is Namibia's largest annual gaming competition with up to 70 participants and lucrative prizes made possible by the event sponsors of each year. NamLAN continues to expand its horizons as this unique event continues to draw more attention and support from the Namibian public.

International Affiliations

NESA is affiliated with the International Esports Federation (IESF) which is a global organisation based in South Korea with the mission to get esports recognised as a legitimate sport. The IESF was founded in August 2008 by nine esports associations from Denmark, South Korea, Germany, Austria, Belgium, The Netherlands, Switzerland, Vietnam and Taiwan.

The IESF currently has 54-member nations and continues to grow its membership count and influence with the International Olympic Committee each year. NESA obtained membership with the IESF in 2011 and is the third country from Africa to obtain membership after South Africa and Egypt and has since also been joined by Tunisia.





In 2016, NESA gained invaluable international exposure by attending the Global Esports Executive Summit in Shanghai, as well as the World Cyber Arena's World Esports Alliance Founding Conference in Yinchuan, China. NESA again attended the World Esports Executive Summit in 2017 and 2018, both which were hosted in Busan, South Korea. These summits allowed NESA to gain a vast number of international contacts which continues to present new opportunities to the association.

NESA was invited to join the African Advisory board of the World Esports Consortium (WESCO) which is a newly established international organisation aimed at providing youth and development programs in computer literacy and gaming. WESCO is also tasked by expanding esports recognition amongst more countries which forms part of NESA's mission on the African continent.

NESA has close relations with other esports associations from African countries, namely South Africa, Ghana, Egypt, Botswana and Zimbabwe.



**2011 NESA President at the IESF 2011 World Championship in Andong, South Korea*

IESF Member Nations				
AFRICA				
	EGYPT		NAMIBIA	
				
				TUNISIA



The Future of Namibian Esports

NESA has established itself as a community-based organisation. We endeavour to provide pathways and opportunities for all gaming enthusiasts to become active in local, national and international esports communities. All sponsorship funding is directly invested into the sport and is used to manage and improve esports as a legitimate sport across Namibia. NESA is introducing structured esports leagues to Namibian schools via the Schools Pilot Project which is kicking-off in 2019. NESA already has 7 private schools that have volunteered for the program which aims to refine the school leagues for national implementation from 2020 onwards.

NESA has successfully maintained and developed our international affiliations, however, there is still much room for expanding Namibia's exposure on the vast international stage of gaming. NESA is on the brink of exponential growth and the time is ripe for a dedicated sponsor to benefit from the amazing opportunities that are continuously presented to Namibian esports.



**Group photo of participants and Tournament Officials at NamLAN 2018*



2019 Namibian Esports Team

New National players are selected each year based on the game titles offered by the IESF in the World Championship of that year. NESA will be offering National Tournaments in 2019 for single-player titles including FIFA19 and Tekken7, and for team titles that include Counter-Strike: Global Offensive and League of Legends.

National players from each game title forms part of the Namibian esports team that will continue to represent Namibia in international competitions.



**Group photo of Namibian National Team upon arrival at Kaohsiung Airport, Taiwan, 2018*



**2018 Tekken and FIFA National athletes, competing against South Africa*



IESF 11th Esports World Championship

The International Esports Federation was established in 2008 and has since introduced the annual World Championship competition for all IESF members to compete. This competition is unique as it is the only global esports event held between countries that explicitly recognise esports as an official sports code.

IESF member countries can enter the yearly bidding for hosting the World Championship event which is then deliberated and decided by the IESF board. The 2019 World Championship event will be hosted in Seoul, South Korea, and the game titles and dates for 2019 are still to be announced.

Global Esports Executive Summit 2019

The Global Esports Executive Summit (GEES) is a conference for gathering key esports stakeholders to standardise esports development and to involve the international sports society to openly discuss how esports can generate synergies with traditional sports. This year will be the 4th edition of GEES and the IESF will release the agenda, dates and the host city later in the year.

The 2018 GEES involved discussions on esports governance, administration and generating sustainable incomes from esports. The matter of gaming disorder was also evaluated and how a structured esports environment can support to eradicate this problem.

NESA gains invaluable exposure with each attendance of GEES as the latest developments in esports are shared at these conferences and a magnitude of international relations are built.



**Namibia's entrance at 2018 World Championship, Kaohsiung, Taiwan*



**NESA Treasurer and Vice-President attending GEES 2018, Busan, South Korea*



**IESF 11th Esports World Championship in 2019 will be held in Seoul, South Korea*



NESA 2019 Calendar

NESA has the following events and activities planned for the 2019 year:

Date	Event	Venue	Platform
TBA	Launch – Educational Institutions Initiative: School Leagues (Pilot Program)	Schools	PC
06 April	NESA AGM	Bauern Stube Family Restaurant	N/A
13 April	FIFA19 & Tekken 7 National Qualifier 1	Bauern Stube Family Restaurant	PS4
TBA	Educational Institutions Initiative: School Leagues (Pilot Program) Finals	TBA	N/A
08 June	FIFA19 & Tekken 7 National Qualifier 2	TBA	PS4
15 June	FIFA19 & Tekken 7 National Finals	TBA	PS4
01 June – 27 July	League of Legends & Counter-Strike: Global Offensive National Qualifier Tournament	Online	PC
TBA (+/-2 weeks after the completion of the Qualifier)	League of Legends & Counter-Strike: Global Offensive National Tournament Final Round: Playoffs for 1 st and 2 nd Team	TBA	PC
28 November to 01 December	NamLAN 2019 – LAN of the Brave	TBA	PC / PS4/ Xbox

***Notes:**

1. IESF 11th Esports World Championship dates need to be confirmed.
2. 4th Global Esports Executive Summit dates need to be confirmed.
3. International Friendly Matches dates need to be arranged.
4. Educational Institutions Initiative: School Leagues (Pilot Program) dates need to be confirmed.
5. Coastal LAN dates need to be confirmed.
6. KIA Motors' events' dates need to be confirmed.
7. Exhibition dates, including Namibia Tourism Expo, need to be arranged.

****Please note:**

1. Dates are not fixed and may change depending on various factors.
2. Depending on decision of IeSF regarding which game titles will be hosted at the IeSF 11th eSports World Championship, game titles for the National Tournaments may change.



NESA 2019 Budget

Based on NESA's commitments on National Tournaments and local events, as well as international opportunities available to the association, the following budget requirements are outlined accordingly for a successful 2019:

Namibian Electronic Sports Association Summary of Budget 2019/2020	
Income	
Individual Membership Fees @ N\$250pp	N\$ 30,000.00
Club Membership Fees @ N\$50 per club	N\$ 300.00
Cash Sponsorships	N\$ 50,000.00
Competition Entry Fees: NamLAN 2019 @ N\$300pp	N\$ 15,000.00
Competition Entry Fees: National Tournaments @ N\$50pp	N\$ 5,000.00
Total Budgeted Income	N\$ 100,300.00
Expenses	
Prizes: FIFA National Tournament	N\$ 3,200.00
Prizes: Tekken 7 National Tournament	N\$ 3,200.00
Prizes: LoL National Tournament	N\$ 8,200.00
Prizes: CS:GO National Tournament	N\$ 8,200.00
Prizes: NamLAN 2019	N\$ 47,000.00
Marketing: FIFA & Tekken 7 National Tournament	N\$ 1,540.00
Marketing: LoL & CS:GO LAN National Tournament	N\$ 1,220.00
Marketing: NamLAN 2019	N\$ 2,900.00
Marketing: National Team International Matches	N\$ 2,000.00
Educational Institutions Initiative (Marketing/Stationary)	N\$ 10,000.00
Educational Institutions Initiative: School Leagues (Pilot Program)	N\$ 70,000.00
Venue Hire: FIFA & Tekken National Tournament	N\$ 3,000.00
Venue Hire: NamLAN 2019	N\$ 5,000.00
Venue Hire: LoL & CS:GO National Tournament Final Round	N\$ 1,500.00
Equipment Hire: NamLAN 2019	N\$ 20,000.00
Sundry Expenses: NamLAN 2019	N\$ 5,000.00
National Team Attire: FIFA National Tournament	N\$ 700.00
National Team Attire: Tekken7 National Tournament	N\$ 700.00
National Team Attire: LoL National Tournament	N\$ 3,500.00
National Team Attire: CS:GO National Tournament	N\$ 3,500.00
leSF Yearly AGM (Visa, Plane Tickets) - 1x Official	N\$ 26,500.00 **
leSF 2019 World Championship (WC) (Visa, Plane Tickets) - 11x Athletes	N\$ 291,500.00 **
WC Team Tracksuits x11	N\$ 8,800.00
WC Team Custom Shirts x11	N\$ 3,850.00
PS4 Game: FIFA19	N\$ 1,000.00
PS4 PSN Plus Subscription	N\$ 1,200.00
PS4 Bags x2	N\$ 500.00
Bank Charges	N\$ 3,000.00
Printing & Stationery	N\$ 4,000.00
Provision for Showcase Events	N\$ 12,000.00
Sundry Expenses	N\$ 3,000.00
Total Budgeted Expenses	N\$ 555,710.00
Budgeted Deficit (amount to be acquired through further sponsorships)	-N\$ 455,410.00
**in the event that NESA does not get support internationally	



Esports Sponsorship Packages

NESA requires the support of sponsors to successfully host all events and activities planned for the 2019 year. We compiled the following sponsorship packages according to the NESA budget requirements and support needed to meet our annual objectives:

Major Sponsor(s)

3-year commitment of N\$ 50 000 or more per year.

In return for your investment, you will receive the following benefits:

Naming Rights

- Exclusive naming rights on a National title of your choosing
- A perpetual award can be named after your business

Signage

- Sponsor logo on the National team custom uniforms
- Signage at all NESA events and activities
- Signage on the NamLAN stage for prize giving photos and recordings

Communications

- Sponsor logo and/or name on all media publications and broadcasts including international news outlets
- Sponsor logo on NESA website and Facebook pages
- Your logo will appear in NESA newsletters
- Your logo will appear in NESA brochures
- Your logo will appear on any NESA promotional flyers and posters
- Your logo will appear on any NESA promotional items such as shirts, bags, caps, etc.

Other Advertising Benefits

- You will receive an advertisement spot on the NESA home website for the duration of your sponsorship. You can use this for your logo or for another advertisement that integrates with your current promotions or offers.
- Your name/logo will appear in the credits of any player/team video which is placed on the website, YouTube and Facebook
- You have the opportunity to come and promote yourself at NESA events
- You have the right to use the NESA logo on merchandise or approved printed material
- You have the opportunity to present the Champion of NamLAN award
- You will receive an official framed certificate of appreciation with a player/team photo



General Sponsor(s)

Committing N\$ 10 000 or more per year.

In return for your investment you will receive the following benefits:

Signage

- Signage at all NESA events and activities

Communications

- Sponsor logo and/or name on all media publications and broadcasts
- Sponsor logo on NESA website and Facebook pages
- Your logo will appear in NESA newsletters
- Your logo will appear in NESA brochures
- Your logo will appear on any NESA promotional flyers and posters

Other Advertising Benefits

- Your name/logo will appear in the credits of any player/team video which is placed on the website, YouTube and Facebook
- You have the opportunity to come and promote yourself at NESA events
- You have the right to use the NESA logo on approved merchandise or printed material
- You will receive an official framed certificate of appreciation with a player/team photo



**2018 World Championship stage, Kaohsiung, Taiwan*



**2018 Group photo of some of the participants in the National Tekken & FIFA Tournament*



Product Sponsorship

Any items, products and/or services NESA is able to use towards achieving our goals for 2019. This can include venue(s), equipment, prizes, shirts, printing services or discounts on advertising materials such as websites, printing and related purchases. The product sponsorship is usually linked to a specific event, but each will be negotiated on a case-by-case basis, in return for your contribution you will receive the following benefits:

Signage

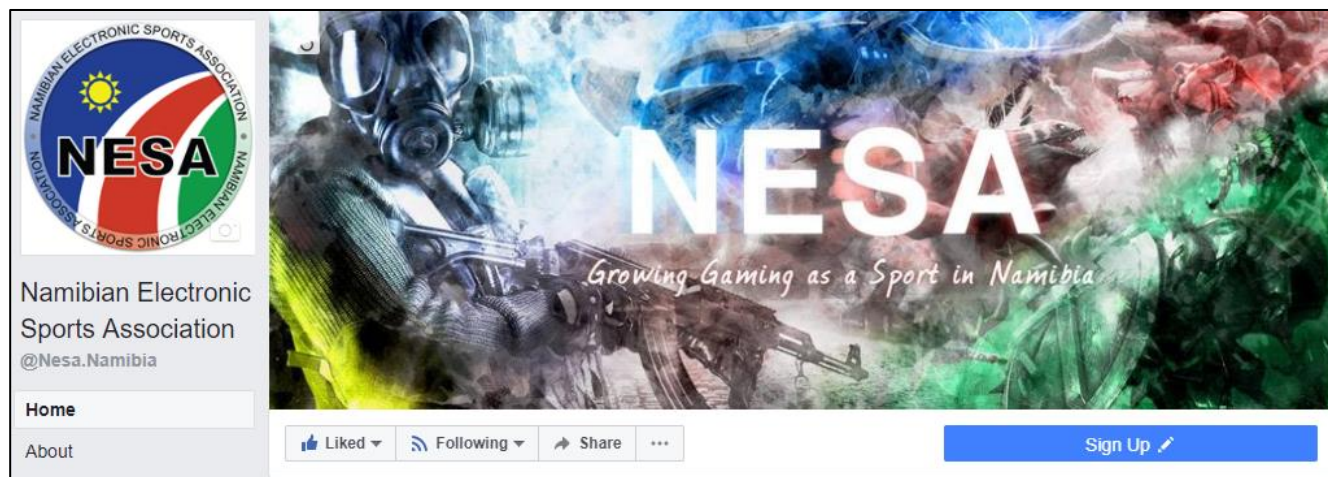
- Signage at the relevant NESA event or activity

Communications

- Sponsor logo and/or name on all media publications and broadcasts related to event(s)
- Sponsor logo on NESA website
- Your logo will appear in NESA newsletters
- Your logo will appear in NESA brochures

Other Advertising Benefits

- Your name/logo will appear in the credits of any player/team video which is placed on the website, YouTube and Facebook
- You will receive an official certificate of appreciation



**NESA Facebook page cover*



Media Partners

NESA identified the need for media partners to further optimise exposure of events and activities and sharing news of the sport with Namibia. NESA requests support from local media outlets to appoint a journalist from your business dedicated to attend our events and report on them in your publication. In return for your efforts and commitment you will receive the following benefits:

Signage

- Signage at all NESA events and activities

Communications

- Exclusive access to all NESA related news and any news available from our local and international affiliations
- Media partner logo on NESA website
- Your logo will appear in NESA newsletters

Other Advertising Benefits

- Your name/logo will appear in the credits of any player/team video which is placed on the website, YouTube and Facebook
- You have the right to use the NESA logo on merchandise or approved printed material

NESA finds it reasonable to have the following distinctive media partners (negotiable):

1 x Newspaper of each language

1 x Magazine

1 x Radio Station

1 x Television Broadcaster

Supporter Sponsor

Any person or business can donate towards NESA events and activities. In return for your contribution you will receive the following benefits:

- Your name/logo will appear on the NESA website
- You will receive an official certificate of appreciation



Contacts

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Links

NESA Website

www.esportsnamibia.org

NESA Facebook

www.facebook.com/Nesa.Namibia/

NESA Twitter

www.twitter.com/esportsnamibia

NESA YouTube Channel

www.youtube.com/channel/UCIOSTMoFflvsGAmLN2-lgmA

Namibia Gaming Community

www.gamingnamibia.org

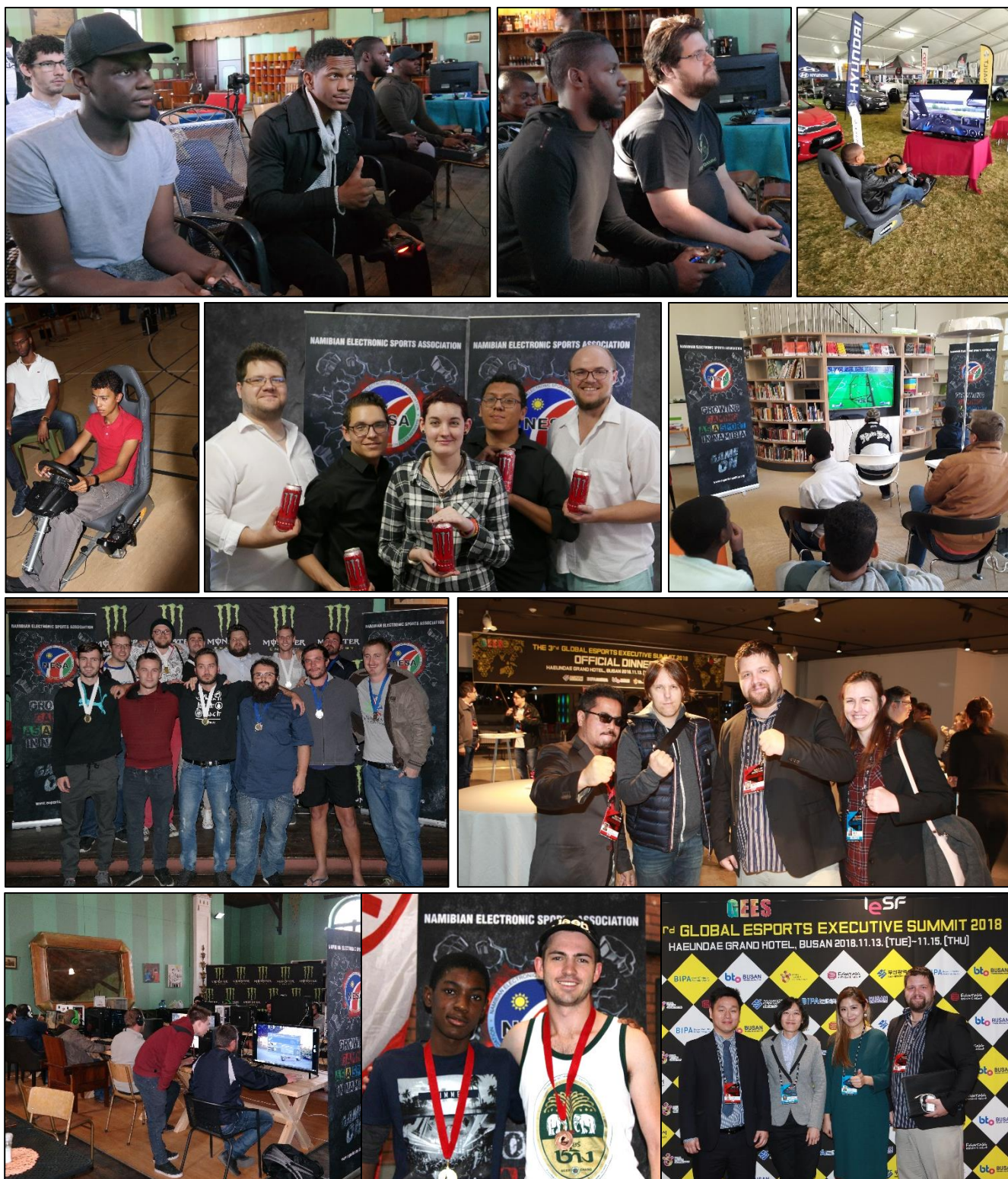
International Esports Federation

www.ie-sf.org

Mind Sports South Africa

www.mindsportsa.co.za





Sponsorship Acceptance Form

SPONSORSHIP CATEGORIES

- ☐ MAJOR SPONSOR
- ☐ GENERAL SPONSOR
- ☐ PRODUCT SPONSOR
- ☐ MEDIA PARTNER
- ☐ SUPPORTER SPONSOR

I commit to provide sponsorship to NESA in the sponsorship category indicated above.

Sponsor Name: _____

Contact Name: _____ Position: _____

Address: _____

Tel: _____

E-mail: _____

Sponsorship Description: _____

Sponsorship Value: N\$ _____

Signature: _____ Date: ____ / ____ / 2019

Namibian Electronic Sports Association

Bank: FNB Namibia

Prosperita Branch: 280 679

Account Number: 6224 9234 577

Reference: Your Company Name

