



**ESPORTS**



**PRO LEAGUE  
2021 / WINTER**

# THE BIGGEST ESPORTS BRAND IN THAILAND

ADDING PRESTIGE & A FRENCH FLAIR TO THE THAILAND ESPORTS SCENE

## PSG ESPORTS ROV - THAILAND 2021 / 2022

**Paris Saint-Germain, one of the world's largest sports brands and one of the best football clubs on the planet, has unveiled a new Thai Esports team, PSG ESPORTS ROV.**

Based in Bangkok, the team will compete in the ROV Pro League, the most professional franchise Esports League in the country with Prize money of 10 Million Baht. Arena of Valor (AOV) or ROV as it is called in Thailand is a leading Multiplayer Online Battle Arena (MOBA) game and the #1 MOBA Game in China (under the name Honor of Kings and owned by Tencent), which is also extremely popular in Asia and SEA, particularly in Thailand.

The launch marks an important new phase in developing and reinforcing Paris Saint-Germain Esports presence in the region having already established strong and successful teams in Hong Kong and China.

Paris Saint-Germain already has a strong relationship with millions of fans in Thailand and plans to strengthen its fan base through having an Esports team on the ground and offering new exciting experiences.

From August 2021 the Parisian club will take part, wearing the same jersey as its famous sister football club, in the ROV Pro League competitions - a league owned and run in Thailand by video game developer and publisher Garena.

***PSG ESPORTS ROV is seeking partners who share its long-term vision - an opportunity to be involved from the beginning in Thailand as the Team grows into one of the world's most successful Esports teams in the Arena of Valor game***

**JOIN OUR PSG ESPORTS ROV TEAM IN THE ROV PRO LEAGUE**







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## AT A GLANCE...

### PSG

#### MESSI EFFECT

Lionel Messi, considered the best Footballer in the world joined Paris Saint Germain on August 10<sup>th</sup>, 2021, leading to mass public awareness with-in Thailand further enhancing the power of the Paris Saint Germain brand locally

#### 25 MILLION

Additional followers on social media platforms following signing of Messi

#### FOOTBALL

France's most decorated team

#### 400 MILLION

Fans worldwide  
(Source: Nielsen Sports, 2019)

#### PSG THAI PRESENCE

15,000+ and growing Fanbase  
PSG Academy Thailand  
(Source UEFA)

#### WORLD FAMOUS PLAYERS

Messi, Neymar, Ramos, Wijnaldum, Hakimi, Donnarumma, Mbappe

#### FOUNDED

1970

#### OWNERS

QSI (Since 2011)

#### 26 TROPHIES

Over last 7 years more than any other professional team  
(Source UEFA)

#### 43

Titles in trophy cabinet

#### TEAMS

Men's & Women's Football; Handball; Judo; and Esports

### PSG ESPORTS ROV

#### PIONEERS

With its pioneering approach Paris Saint-Germain Esports ventured into the esports scene back in 2016

#### OTHER PSG TEAMS

PSG ESPORTS ROV bolsters the PSG Esports portfolio, which currently has several other teams that compete in esports including:

League of Legends - PSG Talon  
DOTA 2 - PSG LGD  
Brawl Stars  
FIFA Online  
FIFA 21

### ROV - ARENA OF VALOR

#### PLAYED BY

PSG ESPORTS ROV

#### THAILAND'S MOST POPULAR

Multiplayer Online Battle Arena (MOBA) Game

#### 4.5 MILLION

Facebook followers

#### DOWNLOADS

3.1M - downloaded from Google Play  
1M - downloaded from App Store

#### PLAYERS

46% 13-17-year-olds  
39% 18-24-year-olds  
15% 25-35-year-olds

#### ARENA OF VALOR WORLD CUP (AWC) 2021

118+ Million cumulative views  
19 Million Total Watch Hours

#### THAILAND GOLD MEDAL AOV WINNERS 2019

Only Southeast Asian team to win an official eSport title

#### POWERED BY:

HUBBER PLATFORM

### ROV PRO LEAGUE

#### BIGGEST, LONGEST RUNNING, PROFESSIONAL

Esports League in Thailand

#### 2021 - 8<sup>TH</sup> SEASON

Founded 2018

#### RUN BY...

Garena and comprising franchises

#### TEAMS CONNECTED TO FOOTBALL CLUBS INCLUDE:

Valencia CF  
Buriram United

#### PLUS CURRENT WORLD CUP WINNERS

DTAC Talon

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## HOW CAN WE HELP YOUR BUSINESS?

**YOUR BRAND** - huge opportunity to be (in-directly) associated with the world-famous Paris Saint Germain and the world's best players including Messi and Neymar

**YOUR VALUES** - the values of Paris - Style, Diversity, Beauty and Passion plus the values of Esports - Endurance, Excitement, Speed, Adrenaline Rush, Competition, Technology, Performance, Sport

**YOUR LOCAL AMBASSADORS** - follow the PSG Esports team on its journey, engage your staff, clients and customers with their story and make it locally relevant

**YOUR STAFF, CLIENTS AND CUSTOMERS** - entertain and inspire through access to events, and engage with the team

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## PACKAGES - HOW CAN YOU GET INVOLVED?

PSG ESPORTS ROV has developed a comprehensive commercial sponsorship and partnership marketing programme offering packages that appeal to many different levels of supporter.

### TIER 1 - PSG ESPORTS ROV - MAIN PARTNERS

2 x Main Partners with branding on either Shirt Front or Back

### TIER 2 - PSG ESPORTS ROV - OFFICIAL PARTNERS

3 x Official Partners with branding on Shirt Sleeve and Shoulder

### TIER 3: PSG ESPORTS ROV - OFFICIAL SUPPORTERS

4 x Official Supporters with branding on Shirt Sleeve

## ADDITIONAL OPPORTUNITIES

Additional sponsorship and partnership marketing opportunities with Hubber. Hubber is the "Official Gamers Hub" of PSG ESPORTS ROV and the leading Gaming / Esports tournament platform in Thailand. The perfect platform to leverage your association with PSG ESPORTS ROV and engage deeply with the ROV community and fans through fun challenges and online tournament. Hubber is currently hosting the ROV Division 1 (Semi-Pro League) and has attracted over 10,000 Gamers and 2,000 teams competing for One Million Baht prize pool.

The Hubber platform can be used to either support any PSG ESPORTS ROV sponsorship and / or partnership or as a stand-alone opportunity.



## WHO SHOULD SPONSOR?

PSG ESPORTS ROV is a great opportunity for brands in the following sectors:

**Airlines**  
**Automotive**  
**Clothing**  
**Computing**  
**Financial Services / Banking**  
**Food & Beverage**  
**Food Delivery**

**Government Sports Authorities**  
**Insurance**  
**Media**  
**Technology**  
**Telecoms**  
**Timing**



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## PSG ESPORTS ROV TEAM LINE-UP

PSG ESPORTS ROV team has big ambitions in Thailand and beyond. The team aims to follow in the footsteps of its sister teams, the highly successful PSG Football Club in France and the other PSG ESPORTS ROV teams around the world.

PSG ESPORTS ROV is the biggest esports brand name in Thailand and the biggest brand in the League - and will be competitive from day 1!

### FIRST SEASON TEAM

The 2021 season will see a team made up of five first-team Thai players plus one reserve. The team includes:

### MANAGEMENT

H2K - HEAD COACH  
MISTGUNZ - ANALYST COACH  
CPTT - TEAM MANAGER

### PLAYERS

KTNGII - ABYSSAL DRAGON LANE  
LYCAN - ROAMING  
QQ - MIDLANE  
DCB - JUNGLE  
SUMMER - DARK SLAYER LANE

### TEAM HOUSING

The team will reside in Bangkok at the Hubber HQ, where they will train and play.

Hubber HQ - 160 Ngamvongvarn Road, Bangkhaen District, Muang Nontaburi, Thailand.

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## COMPETITIONS

### ROV PRO LEAGUE

PSG ESPORTS ROV play in the professional ROV Pro League - the biggest and longest running franchise league in Thailand. Founded in 2018 it is now in its 8th season.

The league plays AOV (ARENA OF VALOR) - the biggest mobile MOBA Game in Thailand with over 4.5 Million Followers on Facebook.

The league owner Garena is regularly bringing new teams and innovations to the League with the recent edition of PSG ESPORTS ROV adding prestige and a French flair to the Thailand Esports scene.

### TEAMS

There are eight teams, three of which are connected to football teams - Spain's Valencia CF, Thailand's Buriram United, and of course PSG ESPORTS ROV.

The league also boasts the current World Cup Winners, DTAC Talon.

The ROV Pro League teams are:

- PSG ESPORTS ROV**
- DTAC X TALON**
- VALENCIA CF ESPORTS**
- KING OF GAMERS CLUB**
- EARENA**
- BACON TIME**
- BURIRAM UNITED ESPORTS**
- FORCE GAMING**

### EARLY RESULTS

PSG ESPORTS ROV team is quickly cultivating a fanbase due to the great results and fantastic play action in the ROV Pro League 2021/ Winter Season.

PSG ESPORTS ROV's goal is to become the #1 team in Thailand within a short period and then conquer international tournaments and eventually the World Cup of ROV.



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# THAILAND'S LEADING GAMING & ESPORTS PLATFORM

## HUBBER

Hubber is Thailand's leading Gaming & Esports platform for the Gaming community. Built for Gamers by Gamers, Hubber is the preferred digital destination for all gamers in Thailand and further afield. The platform boasts the newly launched Gamers Hub as well as Thailand's largest Esports tournament, ROV Division 1.

## COMMERCIAL PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

We have several sponsorship and partnership opportunities across the Hubber Platform that can be used to either support any PSG ESPORTS ROV sponsorship and / or partnership or as a stand-alone agreement.

### These include:

### THE GAMERS HUB

Launched April 2021, the Gamers Hub has grown quickly to over 15,000 subscribers, providing a range of services for Thai Gamers from community tournaments to Semi-pro Leagues, Influencer Challenges to exclusive Game Servers and unique features for Streamers - delivering the ultimate experience for Gamers by Gamers.

The hub features all the top games including: AOV; Apex Legends; Battlegrounds; Call Of Duty; Clash Royale; Counter Strike; DOTA 2; FIFA 21; Fortnite; Free Fire; Identity; League of Legends; Mobile Legends; NBA2K20; Super War; Tekken 7

### Future growth and expansion plans include:

- Esports Learning
- Esports Team Training
- Esports Studio and Arena
- Esports & AI Gym
- Esports Gamer Café

<https://hubber.gg/en/>



### Partner Packages

Hubber will integrate your brand into the platform, including: branding; promotional campaigns / competitions; social & digital marketing; influencer marketing; experiential marketing; hospitality; and merchandising.

*Packages on application.*





# THAILAND'S LEADING GAMING & ESPORTS PLATFORM

## HUBBER

### ROV DIVISION 1 - 1 MILLION BAHT

Hubber is the official organiser of ROV Division 1, the largest Esports Tournament in Thailand in 2021. ROV Division 1 is the birthing ground for amateur teams and players to make it into the ROV Pro League. ROV Division 1 is the League where dreams come true and players are discovered to make it into the Pro ranks. The tournament is held annually between August and October.

#### Partner Benefits

- Live Streaming Branding: Waiting Stage, Caster Scene, MC & Stage, Drafting, In Game and Transitions, Team & Introduction, Brackets, Prize Pool, Replays, Highlights, Thanks For Watching
- Product Tie Ins: commentator team has product on desk, for example
- Social Media Support: through Garena ROV Thailand Facebook 4.5+ Million Followers and Garena Thailand 1.5+ Million Followers
- Influencer Marketing: 10+ influencers with over 10 Million Followers promote sponsor products / service
- Content: Branded Content, Shout Outs

#### Campaign Value - 29M BAHT

Including:  
 5.2M Branding  
 18.6M TV Coverage - minimum 250K views  
 3.9M Online channel  
 800K Traditional media



**2,048**  
TEAMS

**QUALIFICATION**  
4 tough rounds to find the final 8

**GROUP STAGE**  
8 teams play a League format before getting into the play-offs

**8,000+**  
PLAYERS

### 1 MILLION BAHT

Prize Fund  
 1<sup>st</sup> - 400,000 BAHT  
 2<sup>nd</sup> - 200,000 BAHT  
 3<sup>rd</sup> - 100,000 BAHT

PLAY OFFS Battle for 1 Million BAHT

### AIC

The winning teams will have a special seeding at Arenal Valor International Championship the world's 2<sup>nd</sup> biggest tournament





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## ABOUT PSG ESPORTS ROV

### TEAM OBJECTIVES & VALUES

The Potential for PSG Esports in Thailand is huge. PSG Esports plans are to:

- be the most successful and recognised Esports team in Thailand and further afield
- develop a well-rounded team of individuals to be true ambassadors of the Game, who reflect the values of PSG and PSG Esports globally
- develop a winning formula and become highly successful at AOV competitions, winning the local regional and world titles
- develop a strong fan base
- produce exciting and strong year-round content for the team beyond the competitions
- expand the team to other games

### INCLUSION & DIVERSITY

As part of PSG's fierce commitment to inclusion, diversity and the fight against all forms of discrimination, the Parisian team is planning a mixed-gender team.

The team will be actively engaging with the local community, hosting Arena of Valor tournaments to encourage greater female participation and identifying female gamers in the process to join the professional team for subsequent seasons.

The team will: visit children's homes and hospitals; provide training programmes for underprivileged children; and donate a percentage of its winnings to charity.

### PSG ESPORTS AROUND THE WORLD

FIFA CONTENT CREATOR - FRANCE

FIFA GAMER - QATAR

BRAWL STARS TEAM - SINGAPORE & JAPAN

LEAGUE OF LEGENDS WITH TALON ESPORTS - KOREA, HONG KONG, JAPAN  
DOTA 2 WITH LGD GAMING - CHINA  
PSG ESPORTS - ROV - THAILAND

### GLOBAL ESPORTS POWERHOUSE

- 1 X BRAWL STARS WORLD CHAMPIONSHIP - BRAWL STARS
- 1 X MDL CHANGSHA MAJOR - DOTA 2
- 5 X REGIONAL FUT CHAMPIONS - FIFA
- 1 X EPICENTER XL MAJOR - DOTA 2
- 2 X ESWC TITLES - FIFA
- 2 X PCS SPRING - LEAGUE OF LEGENDS
- 1 X WEPLAY ANIMAJOR - DOTA 2
- 2 X DREAMHACK OPEN TITLE
- 1 X ESL CHAMPIONAT NATIONAL ROCKET LEAGUE
- 1 X THE COLOSSEUM ROCKET LEAGUE



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## 2021 - 2022 CALENDAR

Activity	Description	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct
<b>ROV Pro Competitions</b>	ROV Pro League, Play-Offs, AIC / AWC	ROV PRO LEAGUE		AIC			ROV PRO LEAGUE			AWC		ROV PRO LEAGUE			
<b>Activities and Giveaway</b>	Bi Monthly Activities for Giveaway from Sponsors		✓		✓		✓		✓		✓		✓		
<b>ROV Pro League Aftermovie</b>	"Our Journey" Documentary - on team's journey in Pro-League. Recap of each season. 3 Episodes		✓	✓					✓	✓					
<b>PSG Invitational</b>	PSG Invitational (Celebrity / Charity)					✓						✓			
<b>PSG Invitational Trailer</b>	PSG Invitational Video Trailer - to promote the tournament				✓						✓				
<b>PSG Invitational Recap</b>	Video Content of PSG Invitational						✓						✓		
<b>Livestreaming</b>	Weekly Livestreaming of players to further promote the brand of players, the team, and Sponsors	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Player / Team Highlights</b>	Weekly Highlights from Pro League	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Hubber Exclusive PSG House Session</b>	Weekly Livestream interviews and fan engagement with team during the journey	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

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## ESPORTS MARKET: FACTS, FIGURES, TRENDS

Esports companies are finding new ways to integrate Sponsors into their facilities, events and content. More non-endemic brands are engaging with the Esports space than ever before.

The industry has moved beyond logo placement and rotating logo carousels to create deeper connections between organisations and their partners with a focus on providing additional value to their audience.

### SPONSORSHIP MARKET

In 2021 sponsorship will account for \$641 million of the industry's \$1.08 billion in revenue. The next largest category will be media rights at less than \$200 million

### FAN ENGAGEMENT

Esports organisations are starting to engage with fans in meaningful ways. The days of simply slapping logos on team jerseys may soon be coming to an end, signaling the beginning of a new era of fan-oriented brand partnerships in esports

### CONTENT

Nearly every relevant esports organisation has signed multiple content creators and Twitch streamers in addition to its competitive teams to produce video and livestreamed content that can be leveraged for sponsorship activations

### DEMOGRAPHICS

More than 70% of the U.S. audience of Esports enthusiasts is 21 years or older, while more than a third is older than 36

### NAMING RIGHTS

To facilities where teams, stay, train and compete has become a sponsorship trend

### FOOD & BEVERAGE CONSUMPTION

Food and beverage brands are increasingly seeing the value of targeting gamers - especially when it comes to resonating with hard-to-reach consumers less engaged with traditional media.

- 80% of gamers across North America, Latin America, and Western Europe regularly eat or drink while playing games
- Salty snacks are most consumed by gamers while playing, followed by soft drinks and sweet snacks
- Energy drinks are most popular in North America, the home market of many of the world's biggest energy-drink brands
- Beer is regularly drunk by 24% of gamers aged 21 and over and is most popular in Latin America

### TOURNAMENTS

Organisations have recently developed additional assets for activation including esports tournaments

### 474M

Esports audience Worldwide comprising 234M Esports Enthusiasts 240M Occasional Viewers Source: Statista

Sources: Sports Business Journal, Newzoo 2021 Global Esports and Live-Streaming Market Report, Newzoo Games & Esports Survey & Newzoo Consumer Insights Survey (North America, Latin America, and Western Europe)

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## WHY GET INVOLVED?

An association with PSG ESPORTS ROV allows Sponsors and Partners the opportunity to promote their products and services in a unique setting, tapping into the emotions of the fans and creating loyalty towards the brand.

Sports sponsorship presents a positive perception for a business. Staff working for the sponsoring business develop a sense of pride and clients a sense of respect with the knowledge that the business is supporting the community.

Sponsors benefit from a partnership in many ways, including:

### **Ad** BRAND EXPOSURE

THE OPPORTUNITY TO INTEGRATE WITH ESPORTS AND THE PSG BRAND - LINKING IN WITH THE WORLD-FAMOUS PSG BRAND AND PSG ESPORTS ROV WHOSE PLAYERS SERVE AND ACT AS LOCAL ROLE MODELS.

### **PLAYER** BRANDING

SIZE & POSITIONING DEPENDENT ON TIER  
LOGO PLACEMENTS ON OFFICIAL TEAM JERSEY

### **APPAREL** BRANDING

SIZE & POSITIONING DEPENDENT ON TIER  
LOGO ON OFFICIAL TEAM JERSEY

### **EVENT** BRANDING

SIZE & POSITIONING DEPENDENT ON TIER  
STANDS & BACKDROPS  
BOOT CAMPS

### **VIDEO** CONTENT BRANDING

SIZE & POSITIONING DEPENDENT ON TIER  
PRODUCT PLACEMENT  
LIVESTREAM  
TEAM DOCUMENTARY "OUR STORY"  
HIGHLIGHTS  
PLAYER INTERVIEWS



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## WHY GET INVOLVED?

### **MEDIA & PR CAMPAIGN**

#### **PR**

PSG ESPORTS ROV is a huge PR opportunity for sponsors to tie in with the PSG roadshow!

Lionel Messi, considered the best Footballer in the world, recently joined Paris Saint Germain in August 2021, leading to mass public awareness within Thailand further enhancing the power of the Paris Saint Germain brand locally.

7+ Channels Covered  
65,000+ Likes  
1,667+ Comments  
1,871+ Shares

#### **MEDIA TOUR - PSG COMING TO THAILAND**

PSG ESPORTS ROV is planning a Media Tour. This will provide an opportunity for partners to be in the news, talk shows and traditional broadcasters. PSG coming to Thailand is BIG NEWS.

#### **MEDIA PARTNERS**

PSG ESPORTS ROV is in discussions with the following as potential Media Partners...  
Traditional Media Broadcasting - Thairath TV, Channel 3,5,7; GMM25, Mono 29, TV 32  
Media - Bangkok Post, Twitch, Khao Sod, The Matter.

### **PROMOTIONAL CAMPAIGN**

#### **GAMING & ESPORTS PLATFORMS**

PSG ESPORTS ROV partners will benefit from promotion on PSG Esports' main global page as well as local platforms including Hubber - the Gamers Hub.

Esports and AOV specific platforms include:

- Arena of Valor
- Bangkok Esports
- ROV Arena of Valor
- Pops
- AIS Esports
- Buriram United
- Esports Alliance

#### **AMBASSADORS & INFLUENCERS**

Partners will be included in ambassador and influencer marketing plans. Exact activity to be agreed with sponsor / partner.

PSG ESPORTS ROV has 10+ influencers with over 10 Million Followers helping promote sponsor products / services.

Access to team officials as well as Players to give talks; lend their name to campaigns; and endorse products and offer promotions (as a team and not as individual player endorsements).

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## WHY GET INVOLVED?





### **DIGITAL & SOCIAL RIGHTS**

With the massive awareness of PSG Football and the PSG ESPORTS brand, after only 2 Weeks PSG ESPORTS ROV received the following incredible results (21/8/2021):



**15,000+ Facebook Followers**  
**410,586+ Reach**  
**9,611+ Total Reactions (Likes)**  
**135,180+ Engagements**

### **SOCIAL MEDIA CHANNELS - PSG ESPORTS**

Promotion via PSG Esports social channels...

-  **FACEBOOK** - <https://www.facebook.com/psgesports> - **183,000 FOLLOWERS**
-  **TWITTER** - <https://twitter.com/PSGeSports> - **77,600 FOLLOWERS**
-  **INSTAGRAM** - <https://www.instagram.com/psgesports/> - **151,000 FOLLOWERS**
-  **YOUTUBE** - <https://www.youtube.com/channel/UCYGexGCjQl7nU6Y6-QDV2dgm> - **26.1K SUBSCRIBERS**

### **SOCIAL MEDIA CHANNELS - THAILAND**

-  **YOUTUBE GARENA ROV** - <https://www.youtube.com/channel/UCy19QXxbCHh8qVVCbuGk-ig> - **3.1M SUBSCRIBERS**
-  **FACEBOOK GARENA** - <https://www.facebook.com/garena.aov> - **500K+ FOLLOWERS**

Sponsors and Partners will be promoted extensively via: Livestream, Banners, Social Posts, and Competitions. See inventory for full details.

### **EXPERIENTIAL MARKETING**

Experiential Display Booths - within exclusive controlled areas.

Sampling of products to fans at events or via online and social media.

### **HOSPITALITY & NETWORKING**

Sponsors can use their association to entertain business audiences including customers, suppliers and employees. Where available we will provide...

- Team appearances at Company events (subject to current restrictions and training / competitions)
- VIP passes to hospitality area at events (Official ROV Pro League events as available)
- Premium Experiences - meet team; play with / against the team (form a ROV company team and have a scrimmage against our Pro Team); team coaching sessions; be a part of the PSG ESPORTS ROV experience

### **MERCHANDISING**

The opportunity to produce joint branded merchandise (non-apparel) e.g. drinks holders, mousepads, coffee mugs, towels...

### **OTHER PROMOTIONAL OPPORTUNITIES**

PSG ESPORTS ROV is pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.

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INVENTORY OF RIGHTS	PARTNER LEVEL		
	TIER 1 MAIN PARTNERS x 2	TIER 2 OFFICIAL PARTNERS x 3	TIER 3 OFFICIAL SUPPORTERS x 4
<b>PSG ESPORTS ROV 2021 - 2022</b>			
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Right to title [MAIN PARTNER NAME] MAIN PARTNER PSG ESPORTS ROV - for advertising & PR use	Yes		
Right to title [OFFICIAL PARTNER NAME] OFFICIAL PARTNER PSG ESPORTS ROV - for advertising & PR use		Yes	
Right to title [OFFICIAL SUPPORTER NAME] OFFICIAL SUPPORTER PSG ESPORTS ROV - for advertising & PR use			Yes
Category Exclusivity - for example right to market themselves as Official Food Delivery Partner for PSG ESPORTS ROV and sole provider of Food Delivery services to the team - using Food Delivery as an example	Yes	Yes	Yes
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>			
<b>LOGOS &amp; IMAGES</b>			
Right to use a PSG ESPORTS ROV Composite (lock-up) Logo on all internal and external marketing	Main Partner Logo	Official Partner Logo	Official Supporter Logo
Right to use PSG ESPORTS ROV image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes
<b>BRANDING</b>			
<b>BRANDING - PLAYER / COACH JERSEY</b>			
Logo on Front or Back	Yes		
Logo on Sleeve		Yes Main Logo	Yes Smaller Logo
Logo on Shoulder Placement		Yes	
<b>BRANDING - APPAREL</b>			
Logo on PSG ESPORTS ROV merchandise (non-apparel) mugs, mousepads, etc.	Yes	Yes	Yes
<b>BRANDING - EVENTS</b>			
Production Elements - Xstands, Standee, Backdrop	Yes	Yes	Yes
Logo Placement in Group Photo	Yes	Yes	

INVENTORY OF RIGHTS	PARTNER LEVEL		
	TIER 1 MAIN PARTNERS x 2	TIER 2 OFFICIAL PARTNERS x 3	TIER 3 OFFICIAL SUPPORTERS x 4
<b>BRANDING VIDEO - CONTENT</b>			
Product Placement - Mention and Usage of Product	Yes	Yes	
Livestream Logo Loop - Logo placement loop in livestream of players (PSG Esports Team's own event streams, not official ROV Pro League streams)	Yes	Yes	Yes
PSG ESPORTS ROV "Our Story" documentary Product Tie In - Logo placement and scene of usage of product	Yes		
PSG ESPORTS ROV "Our Story" documentary Logo Placement - Logo Placement at the end of the video content	Yes	Yes	Yes
Sponsors TVC Branding - incorporated into Social Media feeds	Yes		
Weekly Player Interviews - Logo Placement in Content	Yes	Yes	Yes
Special Video Content - Customised Brand Video Activity	Yes		
<b>BRANDING - BOOT CAMP</b>			
Sponsorship Hall - Banners and Bunting in Bootcamp	Yes	Yes	Yes
Product Placement - Inside Facility for branding	Yes Depends on brand	Yes Depends on brand	
<b>MEDIA &amp; PR RIGHTS</b>			
PSG Esports Media Tour - inclusion in	Yes	Yes	Yes
Right to use association with PSG ESPORTS ROV in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any TV, print, radio, online or social media advertisements or PR activity to promote PSG ESPORTS ROV produced by the team	Prominent	Less Prominent	Less Prominent
A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	
Media Partners - inclusion in any media partner promotions	Yes	Yes	Yes
<b>PROMOTIONAL CAMPAIGN</b>			
Ambassadors & Influencers - inclusion in ambassador and influencer marketing plans. Exact activity to be agreed with sponsor / partner	Yes	Yes	Yes

JOIN OUR PSG ESPORTS ROV TEAM IN THE ROV PRO LEAGUE





## INVENTORY OF RIGHTS

	PARTNER LEVEL		
	TIER 1 MAIN PARTNERS x 2	TIER 2 OFFICIAL PARTNERS x 3	TIER 3 OFFICIAL SUPPORTERS x 4
Access to team officials as well as Players to give talks; give their name to campaigns; and endorse products and offer promotions (as a Team, not individual Players)	Yes	Yes	Yes
Inclusion in any PSG ESPORTS ROV promotional campaign	Yes	Yes	Yes
Brand exposure on all PSG ESPORTS ROV printed materials and marketing collaterals	Prominent	Less Prominent	Less Prominent
DIGITAL & SOCIAL PROGRAMME			
Branding on PSG ESPORTS ROV Social Media, and all communications	Prominent	Less Prominent	Less Prominent
Banner - Facebook, Twitter, YouTube Banner	Yes	Yes	Yes
Social Post - Facebook, Instagram, Twitter Pictures	Yes	Yes	Yes
Livestream Reminder - Facebook & Instagram	Yes	Yes	Yes
Special Activity / Giveaway - Facebook & Instagram	Yes	Yes	
Caption Hashtag - all social media platforms	Yes	Yes	Yes
Player Video Highlight - 1 video per week	26 Videos		
Special Activity / Giveaway - 2 posts per 2 months 6 months in a year	12 Posts	12 Posts	
Livestream Sponsor Integration - 1 2 x per player / team per week	52	52	52
Our Journey Documentary - 3 videos per Pro League Season	6 Videos	6 Videos	6 Videos
Livestream Reminder - 1 x per week 12 months	52	52	52
Pro League Post - 2 matches per week 8 - 10 weeks per season 2 seasons per year	32 - 40	32 - 40	32 - 40
Hubber Exclusive - PSG House Sessions - 1 interview per week 12 months	52	52	52

## INVENTORY OF RIGHTS

	PARTNER LEVEL		
	TIER 1 MAIN PARTNERS x 2	TIER 2 OFFICIAL PARTNERS x 3	TIER 3 OFFICIAL SUPPORTERS x 4
EXPERIENTIAL MARKETING			
Experiential Display Booths at any PSG ESPORTS ROV events - with-in exclusive PSG Esports ROV controlled areas	Yes	Yes	Yes
Sampling of products to fans from PSG ESPORTS ROV area at events or via online and social media	Yes	Yes	Yes
HOSPITALITY & NETWORKING			
VIP passes to any team hospitality	Yes	Yes	
Premium experiences - meet team; company team to play with or against the team in scrimmage; team coaching sessions; be a part of the PSG ESPORTS ROV experience	Yes	Yes	
MERCHANDISING PROGRAMME			
Opportunity to produce joint branded merchandise	Additional	Additional	Additional

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**ESPORTS**



**PRO LEAGUE  
2021 / WINTER**

# THE BIGGEST ESPORTS BRAND IN THAILAND

ADDING PRESTIGE & A FRENCH FLAIR TO THE THAILAND ESPORTS SCENE

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