



COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

X SERIES-3 2027

22-24 JANUARY 2027

ISTORA SENAYAN, JAKARTA, INDONESIA

SHAPING THE FUTURE OF 5V5 FUTSAL

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS

X SERIES-3 2027

Shaping The Future of 5V5 Futsal

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THE FUTURE OF 5V5 FUTSAL

XSeries is a revolutionary 5v5 football experience where professional athletes, football legends, and athlete creators come together on one stage. Built around innovative game mechanics, elite competition, and digital-first storytelling, XSeries creates the fantasy matchups fans have always wanted to see. More than a tournament, XSeries is a global sports-entertainment movement designed to connect communities, cultures, and audiences through the universal language of football. The movement is borderless.

Eight teams will compete across 12 Cup and Plate matches in a fast-paced, unpredictable format featuring innovative rules, game-changing X-Cards and live entertainment designed to keep audiences engaged until the final second.

Created by Games of Society, XSERIES transforms futsal into a content-led sports and entertainment experience built for live spectators, international livestreaming and social media.

XSERIES-3 2027 is targeting a total attendance of more than 50,000, five million livestream views and over one billion social media impressions, with 30-35% of livestream viewers expected to come from outside Indonesia.

The event offers brands a powerful platform to connect with a young, mobile-first audience through Title and Presenting Sponsorships, Official Partnerships, Official Supplier agreements and Official Media Partnerships.

Following two successful XSERIES events in Jakarta and Games of Society's record-breaking single-match attendance of 15,337 in November 2025, XSERIES-3 2027 represents the next stage in the growth of this international sports and entertainment property.

BECOME A COMMERCIAL PARTNER



X SERIES-3 2027

Shaping The Future of 5V5 Futsal

5V5 FOOTBALL REIMAGINED

AN INTERNATIONAL SPORTS AND ENTERTAINMENT TOURNAMENT COMBINING ELITE 5V5 FUTSAL, FORMER PROFESSIONAL FOOTBALLERS, SPORTING PERSONALITIES, CELEBRITIES AND GAME-CHANGING X-CARDS.

8 TEAMS | 12 MATCHES

TWO COMPETITIONS: CUP & PLATE

DATE

22-24 JANUARY 2027

VENUE

ISTORA SENAYAN
JAKARTA, INDONESIA
16,000 CAPACITY

3 COMPETITION DAYS

SUPPORTED BY PROMOTIONAL,
MEDIA AND COMMUNITY ACTIVITY
THROUGHOUT THE YEAR

YOUNG, DIGITAL-FIRST AUDIENCE

75.8% AGED 18-34

52.1% 25-34 YR OLDS

23.7% 18-24 YR OLDS

87.5% MEN

12.5% WOMEN

CONNECTED TO

1,000+ HIGH SCHOOL COMMUNITIES

200+ UNIVERSITIES

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR
PRESENTING SPONSOR
OFFICIAL PARTNERS
SUPPLIERS & MEDIA PARTNERS

REACH

50,000+ TOTAL ATTENDANCE
SELL-OUT SESSIONS ANTICIPATED

5 MILLION+

LIVESTREAM VIEWS
30-35% OUTSIDE INDONESIA

1 BILLION+

SOCIAL MEDIA IMPRESSIONS

A FUTSAL-PASSIONATE NATION

50 MILLION+
INDONESIAN STUDENTS ARE FAMILIAR
WITH FUTSAL

95% OF INDONESIAN SCHOOLS
HAVE FACILITIES MEETING THE MINIMUM
REQUIREMENTS TO PLAY

INDONESIA'S NATIONAL FUTSAL TEAM
RANKED 14TH GLOBALLY IN 2025

GAMES OF SOCIETY FACTS

Games of Society operates a nationwide 5v5 sports ecosystem spanning high schools, universities campuses, communities and professional entertainment. Its supporting competitions include the Futsal Series, National Collegiate Futsal Series and NCFS League.

34 million+
online audience

2.5 billion
social media
impressions

756,000+
offline audience

Activities across
40 regional cities

X SERIES-3 2027

Shaping The Future of 5V5 Futsal

PACKAGES

We have developed sponsorship packages to suit different budgets, objectives and branding requirements.

TIER 1: TITLE & PRESENTING SPONSORS

- One Title Sponsor with naming rights to the event
- One Presenting Sponsor with naming rights to the event

TIER 2: OFFICIAL PARTNERS

- Up to six Official Partners from non-competing categories

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 Official Suppliers providing goods and services essential to the event
- Up to 10 Media Partners providing advertising, promotional support and media coverage



WHO SHOULD SPONSOR?

XSERIES-3 2027 offers a unique sponsorship opportunity for brands seeking to engage a young, mobile-first and digitally savvy audience of Gen Z consumers and younger Millennials. Its live, digital and social reach creates multiple opportunities for brand visibility, product sampling, content and fan engagement.

SECTOR	WHY IT IS A GOOD FIT
Airlines, Travel & Tourism	International teams and global streaming provide strong exposure for airlines, destinations and travel brands.
Alcohol Beverages	Opportunities for branding placements and commercials within the livestream.
Automotive & Motorcycles	Strong opportunities for vehicle displays, fan competitions, content and hospitality, particularly for motorcycle brands targeting urban Indonesians.
Banks & Credit Cards	Opportunities include preferred payments, presales, ticket offers, hospitality and rewards for young professionals and international consumers.
Creative, Content & Production Technology	Showcase content-creation technology through match footage, creator partnerships, fan content and behind-the-scenes storytelling.
Digital Banks, Fintech & E-Wallets	Strong fit for 18-to-34s through cashless payments, ticket discounts, exclusive rewards and digital fan experiences
E-Commerce & Online Marketplaces	Reach a young digital audience through ticketing, merchandise sales, flash promotions, competitions and livestream shopping.
Education, Careers & Recruitment Platforms	Reach students, graduates and young professionals through education, training, recruitment and career opportunities.
Energy Drinks & Sports Drinks	High-energy futsal aligns with performance and active lifestyles, while 50,000+ attendees provide major sampling potential.
Fashion, Streetwear & Lifestyle Brands	Strong link to youth culture and street style through merchandise, limited editions, player collaborations and creator content.
Fast Food & Quick-Service Restaurants	Strong youth appeal, with opportunities for ticket offers, meal promotions, fan zones and event-specific products.
Fitness Clubs, Gyms & Training Platforms	Direct connection with active lifestyles through workouts, challenges, memberships and fan participation.
Food Delivery & Quick-Commerce Platforms	Ideal for a young, urban, digital audience through delivery offers, ticket promotions and app-based competitions.
Gaming & Esports Platforms	Natural crossover with gaming and esports, enabling gaming zones, player challenges, online competitions and interactive content.
Health, Wellness & Sports Recovery	Align with player preparation and performance through recovery services, equipment, screening and injury-prevention content.

WHO SHOULD SPONSOR?

SECTOR	WHY IT IS A GOOD FIT
Hotels, Resorts & Hospitality	Natural accommodation and hospitality partner for teams, officials, sponsors, VIPs and international guests.
Insurance	Relevant for travel, health and accident insurers, combining brand visibility with event and participant protection.
Logistics, Courier & Delivery Services	Opportunities for official logistics, merchandise delivery and operational support, backed by consumer-facing branding.
Men's Grooming & Personal Care	With an 87.5% male audience, the event offers focused access to younger male grooming and personal-care consumers.
Property & Urban Developments	Engage younger professionals, investors and aspirational buyers through brand visibility, hospitality and lead generation.
Ride-Hailing, Transport & Mobility Apps	Reach 50,000+ attendees through discount codes, branded pick-up zones, ticket promotions and event transport services.
Smartphones, Consumer Electronics & Wearables	Showcase smartphones, cameras, headphones and wearables through player content, fan experiences and social activation.
Snacks, Confectionery & Convenience Food	Direct access to a large 18-to-34 audience through sampling, venue sales, competitions and social content.
Social Media & Digital Platforms	One billion+ expected social impressions offer major opportunities for content creation, creator collaborations and fan participation.
Soft Drinks & Bottled Water	Venue sales, branded hydration, fan promotions and sampling across the event.
Sports Equipment & Futsal Brands	Ideal for official ball, goal, equipment or training partnerships, with direct integration into matches, warm-ups and fan challenges.
Sports Nutrition & Healthy Food	Connect with performance and healthy lifestyles through player nutrition, product sampling and educational content.
Sportswear, Footwear & Performance Apparel	A natural fit with futsal, athletic performance and youth culture, offering opportunities across teamwear, footwear, merchandise and player content.
Streaming, Media & Broadcast Platforms	Strong platform for livestream partnerships, content distribution, highlights, interviews and behind-the-scenes programming in Indonesia and internationally.
Telecommunications & Mobile Networks	Five million livestream viewers and one billion+ social impressions create a powerful platform for connectivity, data and mobile entertainment.
Watches & Accessories	Reach a young, style-conscious audience through timing partnerships, ambassadors, prizes and VIP experiences.

X SERIES-3 2027

Shaping The Future of 5V5 Futsal

ABOUT X SERIES-3 2027

FORMAT

TEAMS & MATCHES

8 TEAMS

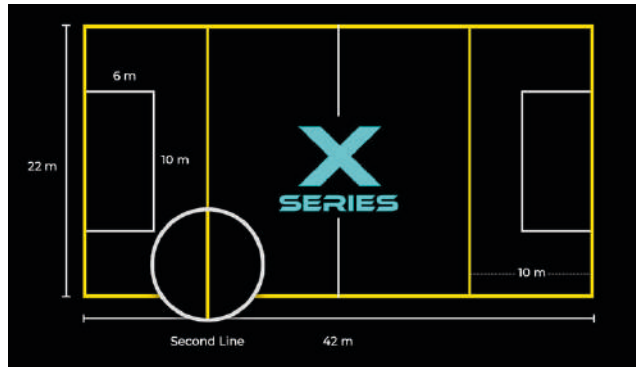
12 MATCHES

2 COMPETITIONS: CUP & PLATE

Game Day 1: Quarter Finals

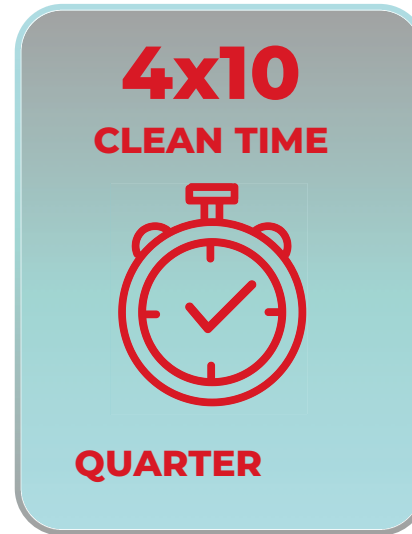
Game Day 2: Semi-Finals of Cup & Plate

Game Day 3: Bronze Finals & Finals of Cup & Plate



COURT, BALL & PLAYERS

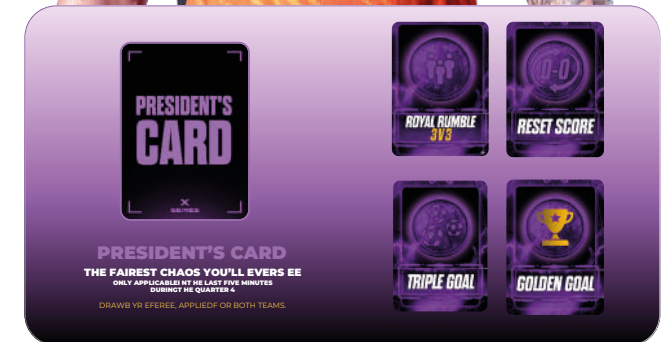
XSERIES-3 is played 5v5, with each team fielding five active players, including one goalkeeper, supported by seven substitutes and unlimited flying substitutions. The court measures between 22m x 42m and 25m x 45m, with goals 4.5m wide and 2m high. The ball is a standard size 4 futsal.



BASIC RULES & REGULATIONS

Matches are played across four 10-minute quarters of clean time and begin with the 5v5 Brawl Kick-Off. Teams have a maximum of 24 seconds in possession, while goals scored from outside the second line count double. Every player must play for at least one minute in each quarter.

A blue card results in a one-minute suspension, while a red card removes the player from the match and leaves the team with four players for two minutes. The fifth foul and each subsequent foul result in a 1v1. Drawn matches are decided by a five-player penalty shootout.



X-CARD & PRESIDENT'S CARD

Each team receives a randomly selected X-Card for use during the first two quarters, with possible cards including Reset All Players, X-Man, and Golden Boy. During the final five minutes of the fourth quarter, the referee draws a President's Card that applies to both teams, introducing a final twist such as Royal Rumble 3v3, The Last Breath, or The Chosen Ones.

XSERIES-3 2027

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ABOUT XSERIES-3 2027

PROFESSIONAL PLAYERS & CELEBRITIES

XSERIES-3 2027 will feature former professional footballers, international sporting personalities and leading Indonesian celebrities. Their profiles and substantial social media followings will bring significant audience reach, content value and promotional impact to the event.

The following names are indicative only and do not represent the final line-up. The official roster will be announced shortly.

Former European Professional Footballers

David Silva, Luis Nani, Juan Mata, Jack Wilshere, Eden Hazard, Nemanja Vidić, Mesut Özil and Santi Cazorla.

Chinese Players

Feng Xiaoting, Li Ge Jian, Ge Qiu, Gao Lin, Yang Xu, Liang Xiangyu and Dong Fangzhuo.

Other International Sporting Personalities and Players

Japan: Shinji Kagawa, Keisuke Honda and Shinji Okazaki

Malaysia: Putra Abdullah, Johan "Jojo" Ghazali and Safee Sali

Thailand: Rodtang, Kritsada Wongkaew, Jetsada Chudech and Teerasil Dangda

South Korea: Park Joo-ho

Portugal: Ricardinho

Indonesian Celebrities

Raditya Dika, Reza Arap, Ernest Prakasa, Denny Sumargo, Ferry Irwandi,

Dr Tirta, Gofar Hilman, Najwa Shihab, Pandji Pragiwaksono, El Rumi, Mister Aloy, Ariel, Darius Sinathrya,

Judika, Ganindra Bimo and Desta.



XSERIES-3 2027

Shaping The Future of 5V5 Futsal

ABOUT XSERIES-3 2027

VENUE: ISTORA SENAYAN

Known as Jakarta's "Sport Castle", Istora Senayan is an iconic indoor arena located within the Gelora Bung Karno Sports Complex.

Originally built for the 1962 Asian Games, the venue has a rich sporting heritage and is best known for hosting major indoor sporting events. Recent renovations have introduced individual seating and upgraded facilities, creating a comfortable and engaging experience for spectators.

Istora Senayan is also a celebrated venue for concerts and large-scale gatherings, combining sporting atmosphere with the energy of live entertainment.

With spacious parking and easy access via TransJakarta and the MRT, it provides an impressive and highly accessible setting for XSERIES-3 2027.



XSERIES-3 2027

Shaping The Future of 5V5 Futsal

ABOUT XSERIES-3 2027

HISTORY

XSERIES-1

13-14 September 2025

Jakarta

3K+ offline audience

5M+ livestream viewers:

85% Indonesia, 11% Thailand, 3% Malaysia and 1% other markets

226M+ social media impressions

61+ minutes

average YouTube watch time per match

XSERIES-2

17-18 January 2026

Jakarta

7K+ offline audience

17M+ livestream viewers:

75% Indonesia, 14% Thailand, 5% Malaysia, 3% Brazil, 2% Portugal and 1% other markets

491M+ social media impressions

63+ minutes

average YouTube watch time per match

XSERIES-3 2027

Shaping The Future of 5V5 Futsal

WHY GET INVOLVED?

XSERIES-3 2027 offers sponsors a powerful opportunity to align with a high-energy international 5v5 futsal tournament combining elite sport, entertainment, celebrity talent and digital content.

Sponsorship packages are designed to combine corporate branding, audience engagement, hospitality and networking opportunities.

Packages include:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital, Social & Live-Streaming Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

These benefits create opportunities for sponsors to achieve:

- Association with an innovative international sports and entertainment property
- Access to a young, mobile-first audience of Gen Z and Millennials
- New customer acquisition and direct engagement with target markets
- Publicity through event marketing, digital promotion, PR activity and media opportunities
- Brand exposure across the tournament, venue, live stream, social media and promotional materials
- Product sampling, fan engagement and on-site activation opportunities
- VIP hospitality, client entertainment and relationship-building opportunities
- Enhanced corporate image and positioning as a forward-thinking industry leader
- International exposure through global live-stream audiences and social media reach
- A lasting emotional connection with fans through sport, competition, entertainment and shared live experiences

Participation in XSERIES-3 2027 can strengthen brand awareness, support customer engagement and reinforce a sponsor's position with a highly engaged national and international audience.



XSERIES-3 2027

Shaping The Future of 5V5 Futsal

MAIN BENEFITS

BRAND EXPOSURE

XSERIES-3 2027 provides sponsors with extensive brand exposure across the live stream, players, social media content, stadium environment and wider promotional activity. Opportunities can be tailored to different sponsorship levels, markets and campaign objectives.

NAMING RIGHTS TO THE EVENT

The Title or Presenting Sponsor will be incorporated into the official name of XSERIES-3 2027, creating a powerful association with the event.

LIVE-STREAMING BRAND PLACEMENT

Sponsors will be integrated throughout the live YouTube broadcast through brand overlays, advertising moments, squeeze frames, TV commercials, bumper advertising, running text, fan-cam activations, presenter mentions, starting line-ups, head-to-head features, VAR and key match moments.

The multi-country streaming format also enables different brands or campaigns to be shown in different countries at the same time. This allows sponsors to deliver market-specific messaging while remaining part of the same global broadcast.

We guarantee branding placements on the event's owned YouTube broadcast. Any placements on third-party broadcasters, including television commercials or squeeze frames, would remain subject to the relevant broadcaster's approval and commercial arrangements.

BRAND PLACEMENT IN SOCIAL MEDIA CONTENT

Sponsors can be featured across highlight videos, goal moments, match updates, statistics, schedules, audience content and creative reels. This extends brand visibility beyond the live event and provides shareable content before, during and after the tournament.

BRAND PLACEMENT AT THE STADIUM

Stadium exposure can include court branding, LED advertising boards, video screens, the jumbotron, welcome gates, outdoor displays, interview backdrops, flags, banners, exhibition booths and other high-visibility locations throughout the venue.

OTHER BRAND PLACEMENT

SCHOOL, CAMPUS & COMMUNITY VISITS

Further opportunities include press conferences, media activity and branded school, campus and community visits.

ROADSHOW

XSERIES-3 2027 will also be supported by a roadshow visiting schools, campuses and communities, giving selected sponsors direct access to young audiences beyond the stadium and extending the campaign into local communities.



XSERIES-3 2027

Shaping The Future of 5V5 Futsal

MAIN BENEFITS

MEDIA, PROMOTION & PR RIGHTS

XSERIES-3 2027 will be supported by an extensive media, promotion and PR campaign across Indonesia, Southeast Asia and international markets. Sponsors and partners will have the right to associate with the event through approved PR, advertising and promotional activity.

XSERIES has already generated coverage through more than 60 media organisations across Southeast Asia, supported by a combined media and digital network with:

- More than 200 million followers
- More than 2 billion total impressions
- A total reach of more than 500 million unique accounts

Sponsors can generate content and media exposure through event highlights, player and celebrity activity, press conferences, on-site promotion, interviews, match coverage and behind-the-scenes content.

The PR campaign will create opportunities across:

- Sports, business, lifestyle, entertainment and youth media
- Online editorial, advertising, blogs and social media
- Local, regional and international news channels
- Television, radio, online platforms and publications

MEDIA PARTNERS

XSERIES-3 2027 will work with selected media, broadcast and digital partners to extend awareness, content distribution and audience reach. Media partnerships are currently being confirmed.

ADVERTISING

A wide-ranging advertising campaign will begin ahead of the tournament and continue throughout the event. Activity will include digital advertising, social media, editorial content, direct marketing, e-newsletters, promotional videos and partner communications.

By working across local, regional and international media, XSERIES-3 2027 will provide sponsors with sustained visibility before, during and after the event.



XSERIES-3 2027

Shaping The Future of 5V5 Futsal

MAIN BENEFITS

DIGITAL & SOCIAL RIGHTS

A dedicated digital and social media campaign will support XSERIES-3 2027, creating opportunities for sponsors to be featured across tournament promotion, player and celebrity content, livestream coverage and fan engagement.

Sponsor exposure may include match announcements, schedules, statistics, highlights, goal moments, interviews, audience footage, creative reels, behind-the-scenes content and branded promotional videos. The campaign will run before, during and after the tournament, extending sponsor visibility well beyond the live event.

The multi-country livestream also allows sponsors to deliver different brands, messages or campaigns to individual markets during the same broadcast.

Digital activity will also include **X-Drama**, a series of 10 short-form vertical videos created to build anticipation, develop team and player storylines and drive audience engagement before and during the tournament.

EXPOSURE THROUGH



Futsal Series -
326,000 followers



Futsal Series -
297,000 followers
and 26.4 million likes



Games of Society -
220,000 subscribers

@AUGUST 2026

EXPERIENTIAL RIGHTS

XSERIES-3 2027 offers sponsors valuable opportunities to bring their brands to life through interactive, audience-facing experiences. Activations can be designed to encourage direct engagement with products, services and brand stories, creating memorable connections with fans.

Opportunities may include promotional booths, product displays, sampling areas, branded fan experiences, photo moments and other on-site activations within the venue. The format and scale of each activation will depend on the sponsor's package and agreed rights.

Sponsors may also activate through the roadshow to schools, campuses and communities, selected school visits, extending engagement beyond the tournament itself and providing direct access to younger audiences. Fan-focused activity can also be supported through audience content, branded challenges and promotional moments linked to the event.

All experiential opportunities will be subject to sponsorship tier, venue requirements and final approval by the organiser.



XSERIES-3 2027

Shaping The Future of 5V5 Futsal

MAIN BENEFITS

HOSPITALITY & NETWORKING RIGHTS

XSERIES-3 2027 offers sponsors a range of hospitality and networking opportunities designed to entertain clients, reward employees and build relationships with customers, partners and VIP guests.

Depending on the sponsorship tier, packages may include event ticket allocations and invitations to selected receptions, parties, dinners and other hospitality events. Access and guest numbers will be tailored to the level of sponsorship.

MEET & GREET OPPORTUNITIES

Dedicated meet-and-greet sessions will give sponsor representatives and selected guests the opportunity to interact with players and teams. Photo opportunities may also be arranged, subject to player availability and the event schedule.

Hospitality benefits and guest allocations vary by sponsorship tier, with additional tailored opportunities available subject to sponsor requirements and agreement with the organiser.

MERCHANDISING RIGHTS

XSERIES-3 2027 offers sponsors and partners the opportunity to develop co-branded merchandise in collaboration with the event's official apparel or merchandise licensing partner.

Merchandise may be used for gifting, competitions, promotional campaigns, audience giveaways and items such as XSERIES-3 2027 goodie bags, helping sponsors extend their brand presence beyond the tournament itself.

Any commercial sale of co-branded merchandise will be subject to the terms and approval of the official licensing partner.



INVENTORY OF RIGHTS	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title "[Title Sponsor Name] XSERIES-3 2027 in association with [Presenting Sponsor name]" for PR and advertising use	Yes	-	-
Rights to title "[Sponsor Name] Official Partner of [Title Sponsor Name] XSERIES-3 2027 in association with [Presenting Sponsor name]" for PR and advertising use	-	Yes	-
Rights to title "[Sponsor Name] Official Supplier / Media Partner of [Title Sponsor Name] XSERIES-3 2027 in association with [Presenting Sponsor name]" for PR and advertising use	-	-	Yes
Category Exclusivity	Yes	Yes	
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
LOGOS & IMAGES			
Right to use the XSERIES-3 2027 composite (lock-up) logo and approved event imagery on internal and external marketing	Yes	Yes	Yes
BRANDING - GENERAL			
Indicative allocation of the overall sponsor branding inventory across agreed event assets: Tier 1: 50%: Title Sponsor 30% and Presenting Sponsor 20% Tier 2: 30%: shared between up to six Official Partners, with a maximum allocation of 10% to any one partner Tier 3: 20%: shared between Official Suppliers / Media Partners, with a maximum allocation of 5% to any one partner Percentages represent an indicative share of the overall sponsor branding inventory and do not represent a guaranteed percentage of physical space or broadcast screen time. Final placement, size and prominence will vary according to the individual branding asset and sponsorship tier.			
BRANDING - LIVE STREAMING *			
Multi-country stream territories	All	All	Max 5
Moments brand placement	Yes	Yes	-
Squeeze frame	3 x / match	1 x / match	-
TVC	3x / match	2 x / match	1 x / match
All bumper brand placement; MC Ad libs and framing; Starting line-up and Head-to-Head brand placement	Yes	Yes	Yes
Running text campaign placement; VAR branding; Foul & penalty brand placement	Yes	-	-
Fan cam activation	3x / match	2 x / match	1 x / match
BRANDING - SOCIAL MEDIA			
Highlight video; Goals moment; Audience tribune moment	Yes	-	-
Feeds: match update, stats, schedule	Yes	Yes	Yes
General content (reels)	Yes	Yes	-
BRANDING - AT VENUE / STADIUM			
Corporate logo on court branding, LED ad boards, videotron and jumbotron	Yes	Yes	Yes
Corporate logo on welcome gate, outdoor displays, flags and T-banners	Yes	Yes	Yes
Corporate logo on interview backdrops, press-conference branding and media areas	Yes	Yes	Yes
Corporate branding on promotional booths, display areas and sampling areas at the venue	Yes	Yes	Yes

INVENTORY OF RIGHTS	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
BRANDING - OTHER			
Branding on school, campus and community activity	Yes	Yes	-
Branding on school, campus and community roadshow	Yes	Yes	-
Branding on Drama video campaign	Yes	Yes	-
MEDIA, PROMOTION & PR RIGHTS			
Logo on pre- and post-event literature, event website, stationery, e-newsletters and partner communications	Yes	Yes	Yes
Programme advertisement, if applicable	Full Page	1/2 Page	1/4 Page
Brand name mention and logo in press information, advertising and marketing campaigns / sales materials	Yes	Yes	Yes
Logo in advertising and editorial activity delivered through Media Partners	Yes	Yes	Yes
Sponsor representative participation in selected press conferences or media activity	Yes	-	-
DIGITAL & SOCIAL RIGHTS			
Branding on digital campaign communications	Yes	Yes	Yes
Sponsor integration across Instagram, TikTok, YouTube, digital advertising and promotional videos	Yes	Yes	Yes
Branding in match updates, schedules, statistics, highlights, goal moments and creative reels	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Trade or promotional booth at the venue	5m x 3m	3m x 3m	2m x 3m
Promotional literature, product displays and sampling at the venue	Yes	Yes	Yes
Branded fan experiences, photo moments and audience activations	Yes	Yes	-
Activation at school / campus / community visits, the school, campus, community roadshow	Yes	Yes	-
HOSPITALITY & NETWORKING RIGHTS			
Invitations to selected VIP receptions, parties, dinners and hospitality events	10 pax	5 pax	2 pax
Team / player meet-and-greet sessions and photo opportunities, subject to availability	Yes	Yes	-
Premium seating ticket allocation	10 pax	5 pax	2 pax
General admission ticket allocation	20 pax	10 pax	5 pax
MERCHANDISING RIGHTS			
Opportunity to develop limited-category, co-branded merchandise in collaboration with the official apparel or merchandise licensing partner, subject to prior approval. Any merchandise produced under this right shall be for promotional purposes only and shall not be offered for sale	Yes	Yes	Yes
Insertion of promotional material or product samples into XSERIES-3 2027 goodie bags	Yes	Yes	Yes

*We guarantee branding placements on the event's owned YouTube broadcast. Any placements on third-party broadcasters, including television commercials or squeeze frames, would remain subject to the relevant broadcaster's approval and commercial arrangements.

XSERIES-3 2027**Shaping The Future of 5V5 Futsal****ORGANISERS** **GOSX PTE. LTD.**

GOSX Pte. Ltd. is the Indonesia-based company behind Games of Society, a leading 5v5 sports and entertainment platform built around futsal, community and youth culture. Founded in 2022, its original mission was to transform university sport into a broader competitive ecosystem, creating opportunities for players to develop, compete and be seen.

Games of Society has since expanded across Indonesia, developing a portfolio of futsal properties spanning schools, universities campuses, communities and elite sports entertainment. Its mission is to become a global hub for futsal, using live events, digital storytelling and brand partnerships to connect with highly engaged younger audiences.

XSERIES is the company's flagship sports and entertainment property, combining fast-paced 5v5 competition with former professional footballers, international futsal players, sporting personalities and celebrities. The first two editions took place in Jakarta in September 2025 and January 2026, attracting growing live audiences and digital followings around the world.

CONTACT**GAMES OF SOCIETY**

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