



**2014** PARTNERSHIP  
PROPOSAL

# 2014 PARTNERSHIP PROPOSAL

## LUNATIK ESPORTS



### THE ESPORTS WORLD

eSports is a growing industry in the US and European markets, as is the market for live-streaming game content. This translates to enormous exposure and ROI for your brand for a fraction of the cost of traditional advertising. Counter Strike has competitive leagues and tournament content streamed on a daily basis.

With major tournaments being broadcasted to record numbers of viewers, it is the perfect time to get into. Two main leagues are present in the North American scene that produces a steady viewership multiple times a week for excellent brand exposure. Tournaments can vary in size from league championships to majors bringing in unbelievable numbers in relation to other esports, which offers an exponential opportunity for brand exposure.



## INTRODUCTION

Hello,

My name is Collin McKenzie and I am one of the owners and founders of an eSport organization called LunatiK eSports. Currently we are operating in the game Counter Strike: Global Offensive as one of the top pro teams in North America.

I am contacting you today to gauge your interest in partnering with our organization. We are currently in a state of growth and are looking for high quality and relevant companies to join us in that process. Here is why.

1. **ONE OF THE FASTEST GROWING ESPORT GAMES IN THE INDUSTRY.**
2. **AMAZING BRAND EXPOSURE THROUGH MULTIPLE MEDIA PLATFORMS.**
3. **A TEAM OF TALENTED PROFESSIONAL NORTH AMERICAN PLAYERS.**
4. **DIRECT IN-GAME EXPOSURE THROUGH PLAYER'S NAMES.**
5. **EXCEPTIONAL EYE GRABBING GRAPHICS DISPLAYING LOGO.**

## PLEASE FEEL FREE TO CONNECT WITH US.

We strive to be connected within our forms of social media! Currently we are involved mainly with Twitter, YouTube, and our players are on Twitch.

- You can follow us on twitter with our username @LunatiK\_eSports
- You can come see our website at the link <http://lunatikesports.com>
- You can follow our YouTube at <http://youtube.com/lunatikesports>



# 2014 PARTNERSHIP PROPOSAL LUNATIK ESPORTS

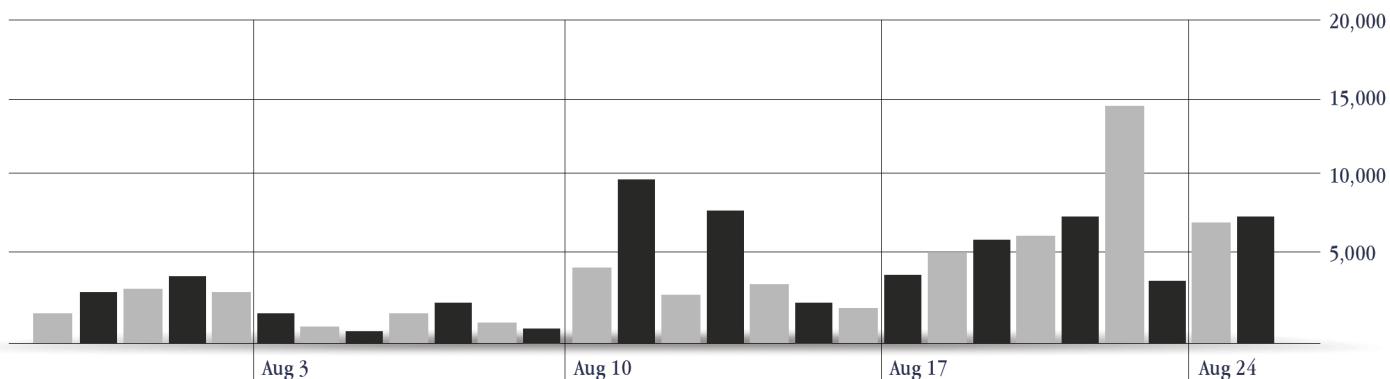
## HARD NUMBERS

We all need facts at the end of the day and here they are.

### TWITTER

Twitter is our biggest and most interactive form of social media that we use. Unlike a lot of other organizations that use methods such as “follow for follow” or programs that bring in random followers we try and collect a following of interactive followers and ones that really support us. We use methods such as promotional media such as videos as well as giveaways.

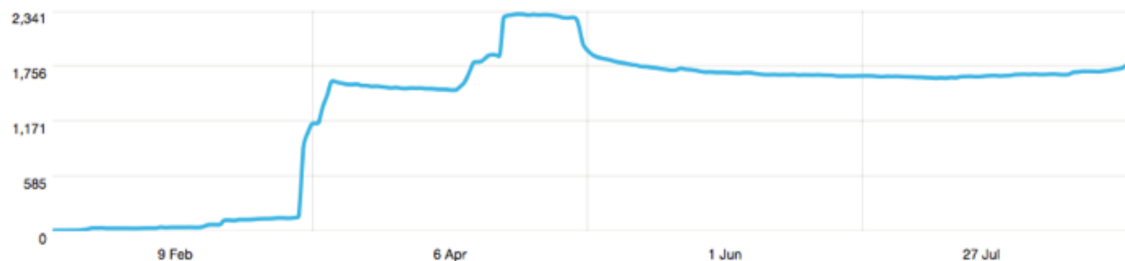
**YOUR TWEETS EARNED 114.7K IMPRESSIONS OVER THE LAST 28 DAYS**  
THAT'S **94.5% MORE IMPRESSIONS** THAN THE PREVIOUS 28-DAY PERIOD



### OUR GOAL IS TO CONTINUE TO GROW

Our goal is to continue to grow as this chart shows. More than 100,000 people are viewing our tweets with the highest amount coming on Friday, August 22 2014 with over 14,216 views that day.

1,768 followers as of 8/24/2014 (days shown in Pacific time)



**WE ARE ON  
THE RISE**

When we began this endeavor into the pro gaming scene we were on a decline of followers but are steadily growing back with our follower count with big things planned in terms of promotional pieces. With an active fan base, we are determined to thrive in the world of competitive gaming and the support has been excellence from the community as a whole.

# 2014 PARTNERSHIP PROPOSAL

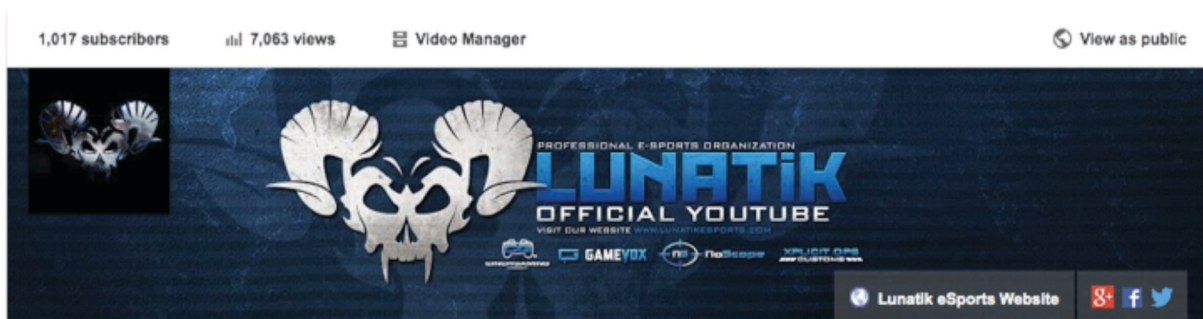
## LUNATIK ESPORTS

### HARD NUMBERS

We all need facts at the end of the day and here they are.

#### YOUTUBE

YouTube is a great social media platform for us that we believe can greatly increase brand awareness. We are partnered with a YouTube network called Freedom Network (Freedom Network) this allows us to broadcast our videos to a greater number of viewers. Currently we have over 1,000 subscribers on our channel with it continuing to grow as we start putting out more promotional media pieces like this one.



#### LUNATIK ESPORTS CS:GO PROMO VIDEO

Without a lot of activity on our channel, we added the Promotional Video, which has brought in great numbers for us so far. The video has brought in 43 subscribers by itself! As we continue to add more promotional videos and product reviews we can expect this channel to take off.

Lunatik Esports >



#### LunatiK eSports CS:GO Promo Video

Created: Aug 11, 2014 • Published: Aug 12, 2014 • Duration: 3:38 • Privacy setting: Public • Lifetime views: 2,013

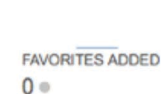
VIDEO

Last 28 days (Jul 27, 2014 – Aug 23, 2014)

#### Performance



#### Engagement





# 2014 PARTNERSHIP PROPOSAL

## LUNATIK ESPORTS

## HARD NUMBERS

We all need facts at the end of the day and here they are.

### LIVE STREAMING THROUGH TWITCH.TV

Currently we have two of our Counter Strike: Global Offensive players that are twitch partnered streamers. What does this mean?

### TWITCH PARTNER PROGRAM

Twitch Partners are an exclusive group of the world's most popular video game broadcasters, personalities, leagues, teams and tournaments. If you love gaming as much as we do, and you think you have what it takes to be a Twitch Partner, we want to hear from you.

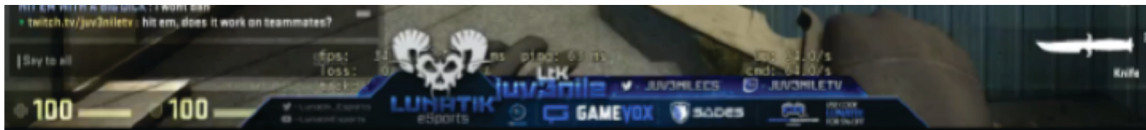
### REQUIREMENTS

To qualify as a Twitch Partner, we look for:

- ▶ Average concurrent viewership of 500+ (not just a one-time peak)
- ▶ Regular broadcast schedule of at least 3 times a week
- ▶ Content that conforms to our Terms of Service and DMCA Guidelines

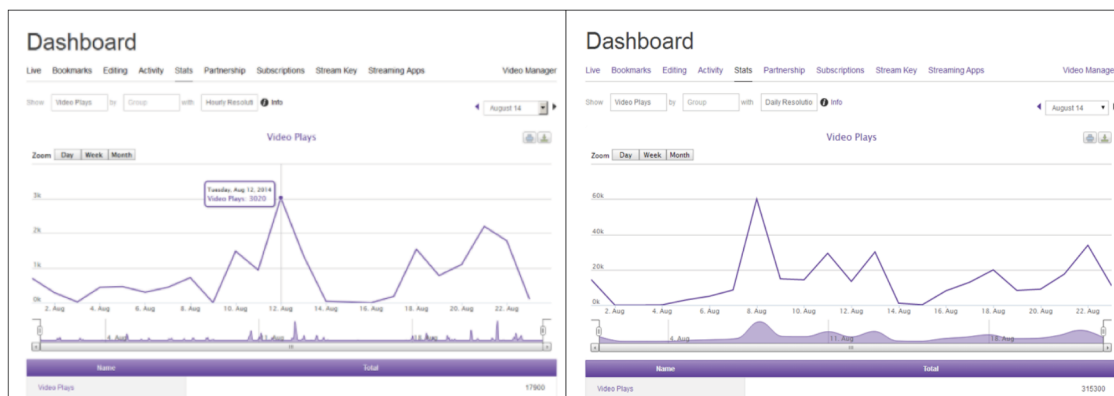
Minimum broadcast requirements are a general guideline. Exceptions are handled on a case by case basis. We're always excited by broadcasters who stream unique games!

This means that your brand will be displayed to hundreds of thousands of people up to 3 days a week for hours on end via our outstanding graphic overlays that are displayed on stream. As seen below.



### TOTAL VIEWS BOTH OUR TWITCH PARTNERED STREAMERS GET.

Here is a glimpse of our top broadcasters viewership on an average day.



# THE TEAM

## COUNTER STRIKE: GLOBAL OFFENSIVE

Juv3nile, Daps, ShahZaM, NAF-FLY, FugLy



- ◇ 2ND ESL ONE COLOGNE NA QUALIFIER ◇
- ◇ 3/4 FACEIT NORTH AMERICAN CHAMPIONSHIP ◇
- ◇ T4 S16 ESEA- INVITE ◇

AUGUST 25, 2014 - CURRENTLY INVITED TO FACEIT 50K SPRING LEAGUE  
CURRENTLY PLAYING IN CEVO PROFESSIONAL SEASON 5 AND ESEA-INVITE S17



THE STRENGTH OF THE TEAM IS EACH INDIVIDUAL MEMBER. THE STRENGTH OF EACH MEMBER IS THE TEAM



# CONTACT

LUNATIK ESPORTS WOULD LIKE TO THANK YOU FOR TAKING YOUR TIME TO REVIEW OUR PARTNERSHIP DECK. WE HOPE WE HAVE HELPED YOU UNDERSTAND WHAT BEING INVOLVED WITH US MEANS IN ESPORTS. PLEASE DONT HESITATE TO CONTACT US.

## COLLIN "M1R4CL3WH1P" MCKENZIE

Founder | Marketing & PC Director



[Collin\\_McKenzie@lunatikesports.com](mailto:Collin_McKenzie@lunatikesports.com)



978-660-1955



cmckenzie12

