

CLAIM THE THRONE OF GLOBAL ESPORTS

GameUp Con's Title Sponsor opportunity is a once-in-a-generation chance to define the future of competitive gaming under your name.

As the exclusive Title Sponsor, your company will receive top billing, integrated product placement, and full event naming rights—ensuring your brand becomes synonymous with the biggest esports event on the planet.

Benefits Include:

- Full event naming rights: "GameUp Con powered by [Your Brand]"
- Unmatched global brand visibility across all platforms
- Dominant presence in all media, including GameUpNews.com
- Streaming overlays, video reels, and merchandise integration
- Exclusive product tie-ins showcasing your latest gaming ecosystem
- Priority press mentions, interviews, and headline positioning
- Solidify your position as the premier gaming brand in the world

Ideal for companies like:

Microsoft (Xbox/Game Pass /Azure Gaming-), Apple (Apple Vision/Apple Silicon Gaming), Sony (PlayStation, PSN), Amazon (Twitch/VUE Game Tech), NVIDIA, AMC, Intel, Samsung

Executive Summary

GameUp Con is the next-generation global esports mega event, designed to rival and surpass the scale of events like the Esports World Cup. Our mission is to unify the competitive gaming landscape under a single banner and make the United States the global capital of esports. GameUp Con will offer top-tier gameplay, unmatched production quality, and a truly international roster of teams and games.

Market Opportunity

The global esports industry is projected to surpass \$1.6 billion by 2025, with over 650 million fans worldwide. GameUp Con will capitalize on this growth by offering a flagship event with full digital and in-person engagement. This is a ground-floor opportunity for sponsors to embed their brand in the core of a rapidly expanding global market.

Event Format + Scope

GameUp Con will feature a multi-stage tournament across top esports titles like CS2, Valorant, League of Legends, and more. With regional qualifiers, international playoffs, and a multi-million dollar championship, the event will attract pro teams and millions of viewers. Total prize pool: \$80 million. Venue: Georgia World Congress Center with global streaming and syndication.

Sponsorship Tiers + Benefits

- Title Sponsor: Full naming rights, product integration, streaming overlays, and headlining across all platforms. - Premier Partner: Branding across stages, media kits, and exclusive segments. - Official Partner: Co-branded marketing and shared exposure across select media and merchandise. All packages include broadcast visibility, event passes, media coverage, and long-term brand alignment.

Brand Exposure & ROI

GameUp Con ensures high-impact branding across all touchpoints—on-site, online, and in-stream. Sponsors will receive exposure on GameUpNews.com, streaming overlays, video highlights, press coverage, and merchandise. Our comprehensive analytics and engagement tracking deliver clear ROI for each sponsor.

Audience Demographics

Our target audience includes: - Age: 18-34 - Gender: 70% male, 30% female - Regions: North America, Europe, Asia, LATAM - Interests: gaming, tech, streaming, collectibles Engaged, brand-loyal, and digitally native—perfect for tech and gaming brands.

Media + Streaming Reach

GameUp Con will be broadcast globally via Twitch, YouTube, regional TV partners, and on GameUpNews.com. We anticipate 100M+ total impressions, with high concurrency during playoffs and finals. Media rights and highlight packages are part of the sponsorship benefits.

Long-Term Vision

GameUp Con is not a one-off event. It's the foundation of a year-round competitive and media ecosystem, including seasonal qualifiers, GameUpNews expansion, and the development of a global digital platform for esports engagement. Sponsors will be positioned as long-term leaders of this future.

Call to Action

Become the Title Sponsor of GameUp Con and take ownership of the next chapter in global esports. This is your chance to define the industry's future under your name. Let's set up a call to explore how your brand can Claim the Throne of Global Esports.