

COVER PAGE

needs logo
plus graphical work in the background
“title” (ie sponsorship information)

general stuff:

- **use the color scheme that is omnipresent (light blue, yellow, white)**
- **layout needs pictures, whether to visualize what is written**
- **GIVE THE TEAM A FACE**
- **UTILIZE WHAT XMG DOES WITH OTHER TEAMS**

WHO WE ARE AND WHAT WE BELIEVE IN

Based upon the decision of Kazakhstan's government to recognize gaming/esport as a sport and employment opportunity that caters for the need of young individuals and professionals in their country, the esports federation of Kazakhstan was founded. Astana Dragons is the culmination of belief that the federation needs an inspirational brand to spearhead the movement, unite gamers across the globe and to professionally support gamers.

At the core of our work is the belief that in esports identities and backgrounds are secondary. When a new player enters the "battlefield", he is judged rather on the ability and merit. Esports does not know national borders or different cultures, but brings together people that otherwise would not have the chance to interact.

While the empowerment of the gamers themselves is very important to us, we also believe that the industry itself can only evolve with the help of innovative and forward-thinking companies; we combined the efforts of several gaming experts and backed by a consortium of professionals coming from other industries, contracted some of the world's best players, created perfect conditions to practice and made the foundation for Astana Dragons, we know today and we want you to be part of.

MISSION STATEMENT

Millions of people play computer and video games. Gaming has grown from a casual diversion to a global phenomenon where big international competitions are played on a regular basis. These competitions are followed by hundreds of millions of avid fans, sharing their passion for video games.

What started as small groups of friends has developed into companies that require a professional structure and offer opportunities for companies to advertise to a notoriously hard-to-reach target group.

Gamers become more sophisticated and more dedicated to gaming. Esports is a true sport, just like football or basketball, gamers put hours in practice and preparation to perfect their abilities and skills. We believe in its importance in today's youth culture and aim to exponentiate the positive effects it has.

Gaming is currently the fastest growing branch of entertainment in the world, working with government of Kazakhstan and establishing a legal foundation that helps us grow will enable us to spearhead this movement. With the arrival of high-speed Internet in most countries and next generation gaming consoles there has never been a better time than now for a company to involve themselves with esports.

[SIGNATURE] (makes it look more official)

Ilyas Sarsenbayev
Founder, Astana Dragons
President, eSports Federation of Kazakhstan

PLAYERS (USE INFOGRAPHIC COMPARABLE TO THIS FULL A4 PAGE)



GET RID OF THE INSTAGRAM LINK (TOO FEW USERS); ADD THE FACT THAT HE WAS RECOGNIZED AS #1 IN THE WORLD, STREAM, SEE IF YOU FIND AN RELATIVE EXACT NUMBER OF TOURNAMENTS HE ATTENDED (PREFERABLE WITH AN OVERVIEW ON HOW MANY DIFFERENT COUNTRIES), POTENTIALLY SEE IF HE HAS BEEN FEATURED IN INTERESTING MEDIA IN A) EUROPE (CORE MARKET OF XMG) B) OUTSIDE OF EUROPE (COULD BE INTERESTING IF WAS FEATURED IN MEDIA OUTLETS IN ASIA/AMERICA/RUSSIA)

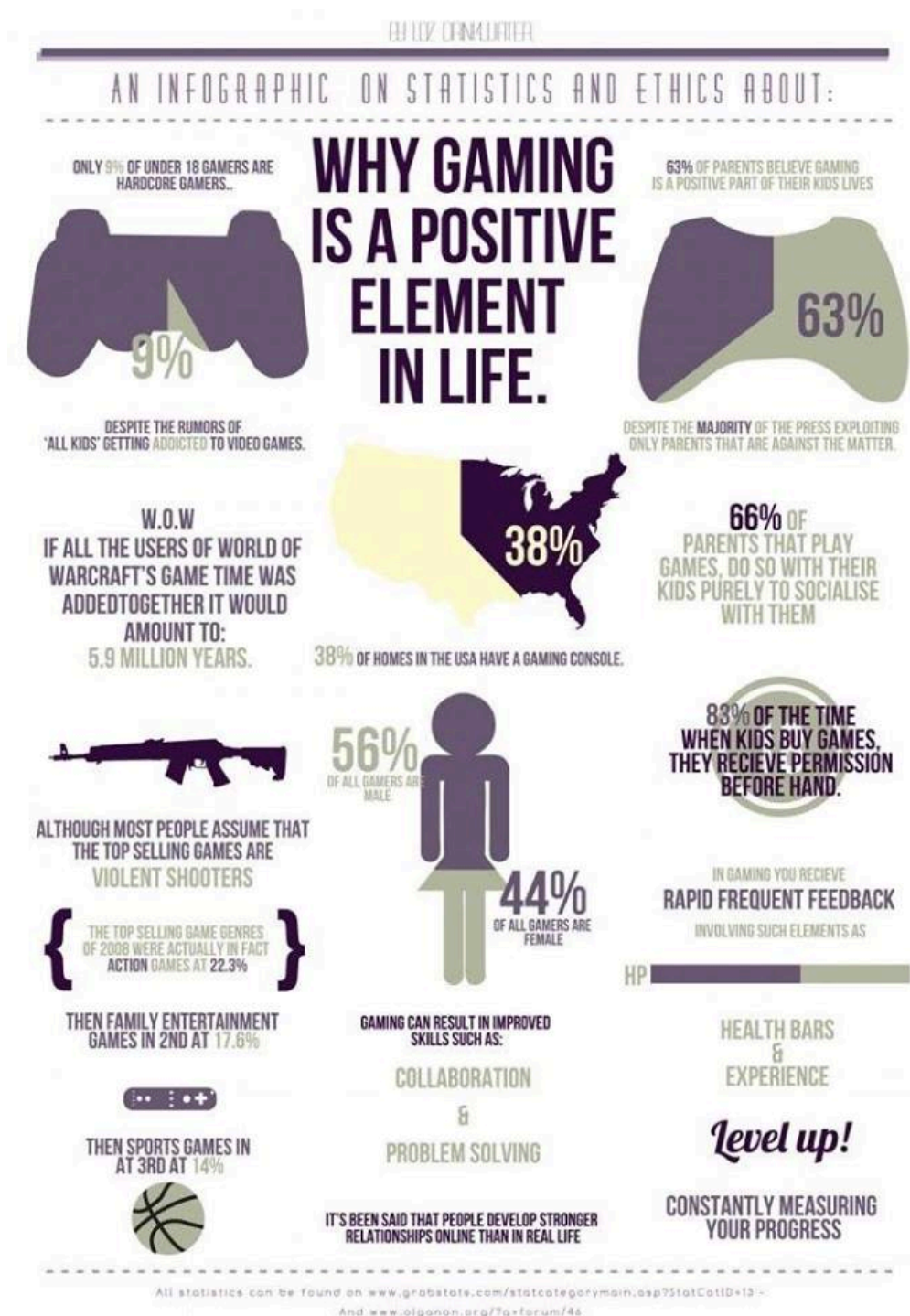
DO THE SAME FOR DOSIA AS THOSE ARE THE TWO PLAYERS YOU PROMOTE IN THE DOCUMENT

PREFERABLE DO ONE FOR ONE OF THE LEAGUE OF LEGENDS PLAYERS (AS YOU NEED TO SHOW OFF THE DIVERSIFICATION IN THE GAMES PORTFOLIO); MAKE SURE THAT YOU DO THIS NEUTRAL IN TERMS OF THE PICTURE (DO NOT USE A PICTURE OF HIM IN A DIFFERENT TEAM JERSEY, POTENTIALLY PHOTOSHOP HIS FACE IN A WAY THAT IT DECENTLY APPEARS THAT HE IS WEARING AN AD JERSEY)

THIS IS TO GIVE THE PLAYERS A FACE, HIGHLIGHTING THAT ASTANA IS NOT A TEAM "HIDING" BEHIND NICKNAMES, THREE PLAYERS IN AN INFOGRAPHIC IS ENOUGH, THERE IS NO NEED TO FULLY SHOW ALL PLAYERS, AS IT IS NOT IMPORTANT IN THAT SENSE.

INFOGRAPHIC ABOUT THE GENERAL TARGET GROUP

ADD INFORMATION ON THE DEMOGRAPHICS OF ASTANA DRAGONS USERS (SOURCED FROM FB, VK.com); AVERAGE AGE, LOCATION, MALE/FEMALE ASPECT, GROWTH RATE OF OWNED PROPIERTY, SPECTATORS (DH; TECHLABS, LCS), GENERAL AMOUNT OF PLAYERS OF CS: GO, LOL, DOTA 2 (MIGHT NOT NEEDED FOR XMG, but than again you have it), AMOUNT OF INTERVIEWS, ARTICLES WRITTEN ON ASTANA, AMOUNT OF TOURNAMENTS/COUNTRIES VISITED IN 2013, INCLUDE GAMES THAT ARE VENTURED INTO 2014 (DOTA 2, CALL OF DUTY: GHOSTS, BF4 maybe)



THIS CONCLUDES A GENERAL PART OF THE “PRESENTATION”
XMG SPECIFIC, PERSONALLY I WOULD NOT COPY/PAST “PACKAGES” BUT DO
ONE SINGLE PACKAGE THAT IS OUTLINING WHAT THEY GET AND PUT A PRICE
TAG ON THAT.

COULD LOOK LIKE THIS, GOOD WAY TO “SELL” THE STANDARD THINGS, (LOGO
PLACEMENT ETC.)





sponsorship opportunity
STREET FURNITURE

The bistro seating in the **Pearl Street Triangle** and **Old Fulton Plaza** and the **ten picnic tables** stationed in the Archway under the Manhattan Bridge transform these iconic public spaces into an urban living room, creating a comfortable spot to relax, work, and eat for hundreds of DUMBO workers, residents and tourists each day. **Placing your logo** (or Twitter handle!) on our street furniture creates a new kind of urban visibility for your brand.

PLAZA FURNITURE	\$250
<i>what you get</i>	Bistro table and set of two chairs with customized vinyl sticker with your company name, logo or personal message
PICNIC TABLE	\$1,500
<i>what you get</i>	Picnic table plaque with your company name or logo

POTENTIAL TEXT

SPONSORSHIP OPPORTUNITY AMBASSADOR

The ambassador package aims at partners that fully identify themselves with the goals of Astana Dragons and want to take an pro-active role in marketing their products to our users. Placing your logo (or Twitter handle!) creates a new kind of digital visibility for your brand.

PRIZE: €/ \$ XX,XXXX

what you get:

logo on our Website in the header and footer
logo on our starting page at the -“Sponsor” area
logo on the Team site –“Header and footer” area
logo on the Cup site –“Cup Overview & Cup menu” area
logo on our starting page –“runner” area
logo on our starting page –“Partnerships” area
Advertising space in the team house
Regular releases of newsletter/product information
Advertising space on the front side of our team shirts
Advertising space on the back side of our team shirts
Advertising space on sleeves of our team shirts
All team profiles had a link of your company with a small text about your company
Product advertisement at our page [x](#) at the menu point “Shop”
Conduction of white label events such as cups, show matches
On wish we make raffles and contests to increase your awareness
Promotion with our social media pages (twitter/facebook/twitch and other websites that can advertise us thru our pages and players)
Monthly reporting about your advertisement successes through sending data's over Page impressions, numbers of registered users, internet ranking, market share of **Astana Dragons LLC** and achievements

(NEED TO FIND A DECENT LAYOUT SOLUTION FOR THIS)

This is supposed to be extra below the package:

Astana Dragons grants XMG the right to on-sell sponsorship benefitis to another organisation (pending the approval of Astana Dragons). Enabling XMG to utilize joint-sponsorship opportunities with partnered companies.

XMG SPECIFIC ADDITIONAL PACKAGE FEATURES

In today's gaming community, content has become one of the most efficient ways to convey your marketing messages. Astana Dragon produces customized content to help partners to appeal to users. Not only do we actively stream matches, but we will be producing several video blogs, video guides and interviews through-out 2014 that offer opportunities for logo- and product placement for XMG.

We would like to make XMG the official content partner of Astana Dragons, meaning that XMG will be provided with visibility in every feature. With the help of our talented media team, XMG laptops will be featured in the official intro (15-20 seconds) of our video section and all headlines that related to coverage of tournaments will be branded by XMG.

(POST A DRAFT OF A POTENTIAL NEWS ARTICLE: SOMETHING LIKE ASTANA DRAGONS AT DH '13 BY XMG; NOTE THAT THIS TEXT WOULD NEED TO BE FULLY WORKED OUT, WITH ADDITIONAL CONTENT PLANS YOU GUYS HAVE (IF YOU RECRUIT SPECIAL STREAMERS, JOURNALISTS etc.), ALSO THINKING IF A DOCUMENTARY IS MADE ETC.); DRAFT STREAM LAY-OVER, DRAFT OF A BRANDED YOUTUBE CHANNEL/VIDEO SECTION ON THE WEBSITE; IF VIDEO CONTENT IS PRODUCED IN COOPERATION WITH STARLADDER.TV SAY IT (IT SHOWS A CERTAIN LEVEL OF CONNECTIVITY WITHIN THE COMMUNITY, ALSO ENSURES REACH)

WORK IN ANYTHING YOU KNOW THAT XMG HAS EXPRESSED INTEREST IN (THINK ABOUT WHAT THE GUY SAID/ASKED YOU ABOUT. IF HE ASKED ABOUT SOMETHING "SPECIAL" THERE IS A GOOD CHANCE THAT ITS SOMETHING THEY DEEPLY CARE ABOUT). ALSO VISUALIZATION IS KEY, SEE THAT YOU ADDITIONALLY WORK IN PHOTOSHOPPED PICTURES OF PLAYERS WITH AN XMG LOGO ON THE JERSEY SOMEWHERE ETC.

NEWSLETTER

With the release of our website, Astana Dragons will offer options to reach potential customers that are fully customizable to satisfy your communication needs. We will be able to select users based upon their location, age and game/genre preference, ensuring less spreading loss.

(DRAFT NEWSLETTER)