



Sponsoring Opportunities:

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1. Online Multiplayer Gaming (Esports).

Gaming has grown rapidly over the last couple of years. Fast enough to make a living out of it by playing as a professional gamer. All of this because:

There are over 200 million gamers, 80 million of those have the potential to become a professional gamer if they work hard enough. The gaming industry itself is bigger than the music and movie industry combined and can be compared to the television industry. People say that the gaming industry might even surpass the television industry as well.

In the industry, gaming is an important object for companies like Intel, Ati, AMD and Nvidia.

They invest several millions a year to get their brand sold in all the parts of the world.

Events get organized with prizes known to be over more than 100 000€ for the winners that practice day and night to grab the chance of a lifetime.

To be able to compete in these big events players need the best hardware and gaming gear available.

Research shows that a lot of beginning players look up to experienced players who have been playing games for a longer time at a higher level.

You could say it's like other sports: famous players advertise for brands and people just want to be able to copy them by buying the same gear they use during their matches.

Besides players, it is of great interest to have a stable organization behind a gaming team to arrange everything in detail which would mean none of the players would have to worry about anything else except gaming.

The structure of an organization means everything.



2. What we provide.

Promotion:

The group we are aiming for, which is of course the gamers, is a broad group to approach. The main group would be people between the age of 16 and 28 years old. Of course there's a large amount of gamers that's older or younger.

Nowadays even non-hardware companies can make a profit of the gaming industry.

What Promotion can we provide to you:

- Team shirt advertising
- Website advertisement
- Player nickname with company name (bv. DC.YOUR COMPANY|Nickname)
- Reviews about your products
- News about your products
- Advertisement through a chat network like irc & msn
- Advertisement through gameservers (we have gameservers in different games like counterstrike, counterstrike source, call of duty4 en Fifa 2009)
- Sharing flyers of your company on lan party's and other tournaments.

We will be present on the follow events in 2008:

- Networkingday 28 (NL)
- OCC 24 (BE)
- Antwerp Esports Festival (International)
- Frag o Matic 10.1 (BE)
- Fatlan 11 (BE)
- WCG Qualifications CS1.6 (BE)
- MaxLan (International, France, Paris)
- Crossfire (NL)
- Frag o Matic 10.2 (BE)

In 2009 we will attend the follow events:

- Frag O Matic 11.0 (BE)
- OCC 25 (BE)
- ESL Pro series (NL)
- AEF (International)



3. About Defcom:

Team Defcom saw the daylight in 2005, At the beginning it was a team that played the games for fun.

I April 2008 Defcom added a new counterstrike 1.6 team and a new manager 'Philippe "emperor" Luyckx'. And we changed Defcom in a team that combine Professional gaming and pleasure. Now we have a full management with Bjorn "Pavo" Van de Sompel and Mauro "mAuro" De Smedt.

Defcom has a full Belgium counterstrike 1.6 team, a full Belgium counterstrike source team, our Call of Duty team is one of the best teams in the Benelux and we have 1 of the best Belgian fifa players in our ranks.

Counter-Strike 1.6 and Counterstrike source are first person shooters where both tactics and teamwork are essential elements of a successful team.

Of course individual skills are just as important as the teamwork and that should be improved as much as possibly can.

The game Counter-Strike 1.6 itself has been the most played online game for almost 10 years already. Because it has been so successful all the major events have ranked Counter-Strike 1.6 as the absolute number one competition for their events like WCG, ESWC, ... Also we added a Call of Duty 2 team with players from different country's.

The Defcom Gaming players have the possibility to participate in a lot of great National events like Frag O Matic, OCC, Fatlan, WCG Qualifications in Outpost, ...

And a lot international events like Crossfire, AEF, ...

Online we play in the ESL Pro series with our Counterstrike Source team.



4. Media:

The gaming industry is growing rapidly. Not only the large sums of money that companies keep spending into the gaming business are noticeable, the attention that the media creates is putting gaming on a whole new platform of marketing.

Media concerns are letting gaming be a part of their success.

DEFCON keeps getting more attention. News articles keep popping up about our team and our organization on websites like Bescene, Gamelux, infectedmedia, ...

News articles and Tournament Coverages keep popping up on every news site in the world with information about our teams and our organisation.

During events a lot of media seems to be interested.

Of course this is an ideal way to promote our name and our sponsors with that in a positive way.

A newspost on Bescene.net:



5. Website:

The Defcom site is an upcoming community website.

The website contains a lot of space for advertisement that will be seen by every visitor that decides to visit our homepage.

For statistics : <http://www.team-defcom.net/plesk-stat/webstat/>



6. Team Shirts:

A professional look during big events starts with looking great and wearing the same outfits as your team-mates.

Besides looking great this is another way to promote companies who are willing to invest in Defcom.

Our clothing will be worn at:

- Events / Tournaments
- Bootcamps
- Press releases
- Photo shoots
- Interviews
- Show matches
- Eswc & WCG Qualifications

A shirt offers a lot of space for advertisement and teams like Defcom draw a lot of attention during their stay at events or all the other places named above.





7. Customer relations:

We attend events with your customer base.

A perfect place to communicate to the fan base as well as the interested users.

Directly advancing at your potential customers with signup forms, company flyers, stickers and various other advertising goods on demand, is one of the effective services we can provide.

Total Gaming Market: 200 Million people

Online gamers: 80 Million people

Western Europe Revenue: U.S. \$4.9 billion in 2005

Average users at events: 500-1000 people

Average age span:

In the United States, 72% of people aged 15-19 play online games and 32% of people aged 45-54 play online games.

In Europe, 50% of people aged 15-24 play online games and 31% of people aged 25-34 play online games.



8. Irc & Nickname Advertisement:

Defcom has a chat room on the IRC network irc.quakenet.org, the biggest chat network in the world.

This chat room, #defcom, has about 125 users on any given time on the day.

we offer you the option to get advertised here.

Every sponsor of defcom receives an advertisement in the so-called “welcome message” of the chat room.

When a user joins the chat room, he or she receives a “welcome message” from the channel.

Players identify themselves under nicknames. These nicknames are shown during games, chatting or having an interview.

- Websites
- Live matches
- Recorded matches (demo's)
- Competitions / Tournaments
- Interviews
- IRC / Chat
- Media / Reports

It's known that nicknames are to be remembered for a long time by other players and fans.

Usually, players from defcom wear the following tag and nickname:

DC.Your Company| nickname

As a sponsor you will have the option to get the team with nickname and sponsor but also for the entire company.

This of course depends on the package that's chosen.



9. Tournaments:

Defcom is a very active organization when it comes down to attending events, cups, lanparty's, etc....

Our team playing constantly cups and attending events and lanparty's in Belgium and Holland.

Defcom is of course attending the events to play in the tournaments, but the sponsors are always benefiting from such events. Depending on the Sponsor class,

every sponsor receives a spot on the team apparel.

At these events we can take pictures what is an extra way for you to promote the company.

Our team draws a lot of attention, wherever they go.

This is an extra way of promoting the sponsor

We will be present on the follow events in 2008:

- Networkingday 28 (NL)
- OCC 24 (BE)
- Antwerp Esports Festival (International)
- Frag o Matic 10.1 (BE)
- Fatlan 11 (BE)
- MaxLan (International, France)
- Crossfire (NL)
- Frag o Matic 10.2 (BE)

In 2009 we will attend the follow events:

- Frag O Matic 11.0 (BE)
- OCC 25 (BE)
- ESL Pro series (NL)
- AEF (International)
- 2 events in Belgium (more info soon)
- 2 events international (more info soon)



10. Partner / Sponsor Packages:

Partner Package:

- Placing your logo at the 'advertisement' part on the right on the website.
- Your logo with text, placed under the button sponsors.
- Promotion deals; giving away products on www.team-defcom.net
- IRC welcome message " #defcom – powered by ... "
- Your send promotion material being spread at events
- Your company name being mentioned during interviews

Price: 25€/Month or unlesse otherwise agree (contact us for more info)

Main Sponsor Package:

- Placing your logo on the team shirt
- Placing your logo at the ' main sponsor ' part on the website
- Your logo with text, placed under the button sponsors
- Promotion deals; giving away products on www.team-defcom.net
- IRC welcome message " #defcom – powered by ... "
- Being available for 4 promotion deals a year
- Your send promotion material being spread at events
- Your logo visible on wallpapers which will be downloadable on our website
- reviews or previews on www.team-defcom.net
- X number of players playing in-game with your company name
- Game server advertisement
- Your company name being mentioned during interviews

Price: 60€/month or unlesse otherwise agree (contact us for more info)

Head Sponsor Package:

This package blocks all other nickname sponsoring for other sponsors or packages automatically.

The other services of this package will be the same as the main sponsor package except for the following things:

- The full organization will wear the Defcom.sponsor.nickname tag.
- Placing your logo at the ' head sponsor ' part on the website.
- Placing your logo in the ' Defcom header ' on the website.
- Only your company will be advertisement in the gameservers.

Price: 125€ month or unlesse otherwise agree (contact us for more info)



All prices can be changed, contact us for more information about them.

11. Achievements

- Lose in First poule round at Antwerp Esports Festival (Fifa & Cod4)
- 4th Networkingday 28 (CS 1.6)
- 5/6th OCC 24 (CS:Source)
- 7/8th OCC 24 (CS 1.6)
- 7/8th OCC 23 (CS 1.6)
- 🏆 Bumperlan 2 (CS 1.6)
- 7/8th Frag-O-Matic 10.0 (CS 1.6)
- 🏆 Frag-O-Matic 9.1 (FIFA)
- 🏆 Frag-O-Matic 9.1 (CS 1.6)
- 7/8th Frag-O-Matic 9.0 (CS 1.6)
- 🏆 Fatlan 10 pro compo (CS 1.6)
- 🏆 Fatlan 11 (Fifa)
- 🏆 Fatlan 11(COD4)
- 🏆 SD Summercup 5vs5 ESL (COD4)
- 🏆 impec Summer Cup (CS 1.6)
- 🏆 Frag-O-Matic 10.1 (Fifa 2008)
- 4th Fag-O-Matic 10.1 (COD4)
- 7/8th Fag-O-Matic 10.1 (CS:Source)
- 🏆 Unique Esports Cup (COD2)
- 🏆 Asinine Cup #20 (COD2)
- 🏆 onenightcup.eu #3 (COD2)



11. Contact

If you have any questions regarding our organisation, or if you would like to make an appointment, please contact one of the following people below.

Clan Information:

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#defcom @Quakenet

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