

ESPORTS NEXT

DREAM **BIG,** PLAY **BIGGER**

SPONSORSHIP PROSPECTUS

May 22–23

Dallas, TX

LETTER FROM OUR FOUNDER

Get ready to witness history in Dallas 2025. Dream Big, Play Bigger embodies the boundless potential of competitive esports, where visionaries and innovators gather to architect the industry's most ambitious future yet.

Imagine being at the nexus of groundbreaking announcements, industry-defining conversations, and transformative connections. Through powerful keynotes and bold panel discussions, we're assembling esports' most influential voices to push boundaries and redefine what's possible in competitive entertainment.

A partnership with EsportsNext 2025 places your brand at the forefront of esports' evolution. As a sponsor, you'll unlock:

- Exclusive access to decision-makers shaping esports' future
- Strategic connections with pioneering brands, tournament organizers, and team executives
- Prominent positioning in entertainment's fastest-growing frontier

Beyond the main stage, you'll engage with leaders through electric networking events and our signature Elevator Pitch competition, where tomorrow's gamechangers present revolutionary ideas to industry titans.

Watch as breakthrough strategies from EsportsNext transform into reality at DreamHack Dallas. This is your opportunity to be part of esports' next great leap forward.

The future of competitive entertainment is being written. Make your mark on history.

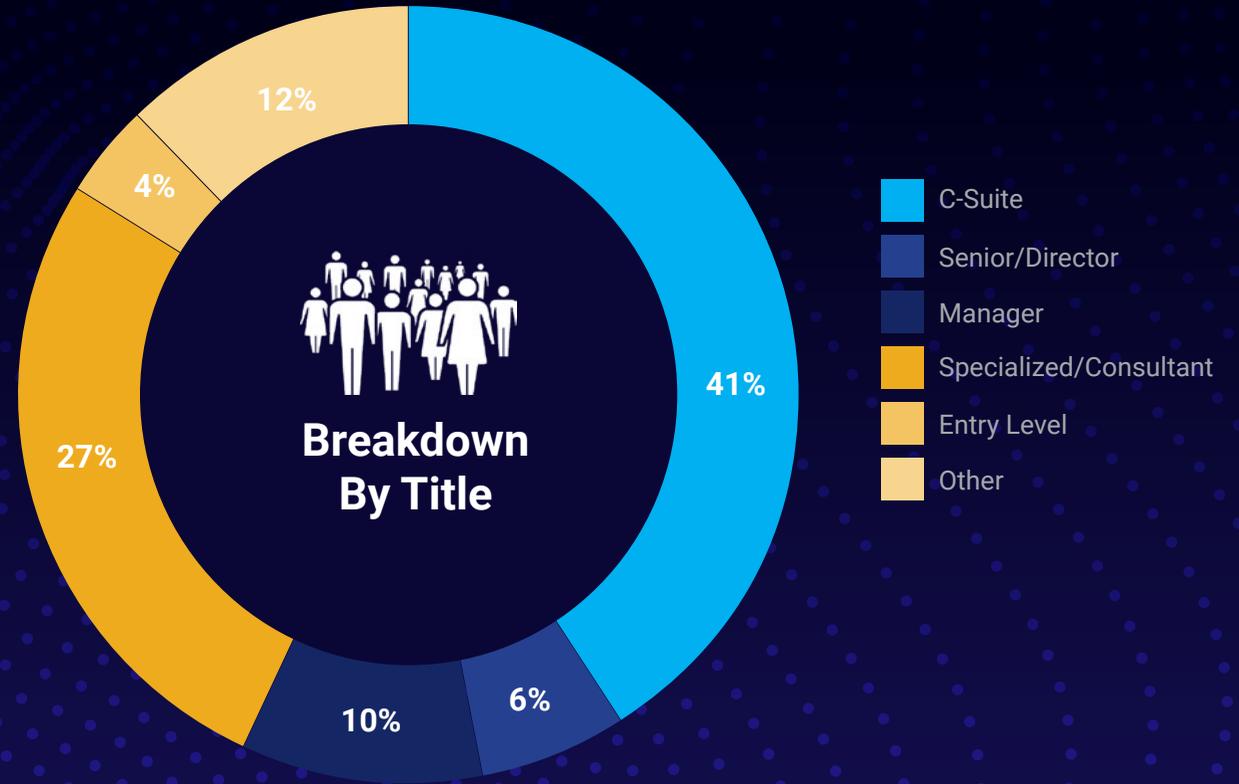
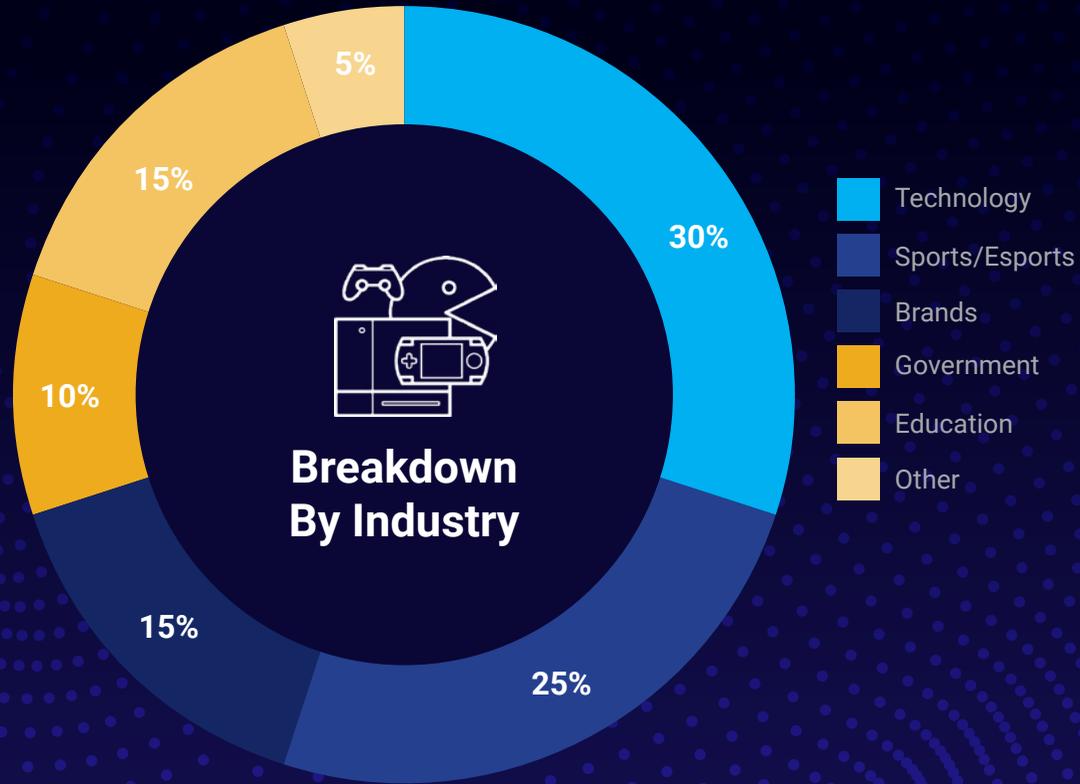


Megan Van Petten

Megan Van Petten
Founder, Esports Trade Association



ATTENDEE SNAPSHOT



Attendee Companies Include



SPONSORSHIP LEVELS

ELEVATE YOUR BRAND AT ESPORTS NEXT

Join us at EsportsNext in Dallas and connect with esports leaders in a powerful, meaningful way. Our special sponsorship opportunities offer your brand a spotlight in front of an exclusive audience of top-level executives. Enjoy prominent visibility, engage with decision-makers during unique networking events, and leave a lasting impression with strategic branding throughout the conference. Be a part of an elite group of sponsors at this premier event and watch your brand's influence grow within the esports community.



| Benefits | Presenting SOLD | Platinum \$50,000 | Gold \$25,000 | Silver \$10,000 | Bronze \$5,000 |
|---|-----------------|-------------------|---------------|-----------------|----------------|
| Leading Up To The Event | | | | | |
| Partnership announcement | ● | | | | |
| Social media acknowledgment | ● | ● | ● | ● | ● |
| Logo featured on the event website | ● | ● | ● | ● | ● |
| Logo featured in event marketing collateral | ● | ● | ● | ● | ● |
| During The Event | | | | | |
| Conference Tickets | 10 | 7 | 5 | 3 | 2 |
| Special Introduction and Opening Remarks | ● | | | | |
| Logo on the welcome boards and signage | ● | ● | ● | ● | ● |
| Seat drop in the general session | ● | ● | ● | | |
| Reserved seating in the general session | ● | ● | | | |
| EsportsNext Podcast Interview | ● | ● | | | |
| Exhibit Booth | ● | ● | ● | ● | ● |
| Recognition as Lunch Sponsor | | ● | | | |
| Recognition as Breakfast Sponsor | | | ● | | |
| Recognition as Networking Break Sponsor | | | | ● | |
| Recognition as Coffee Sponsor | | | | | ● |
| After The Event | | | | | |
| Logo inclusion in post-event communication | ● | ● | ● | ● | ● |
| Opportunity to send an email offer to attendees | ● | ● | | | |
| Advertisement on EsportsNext Podcast | ● | ● | ● | | |
| Advertisement in ESTA Newsletter | ● | ● | ● | | |



EXHIBIT BOOTHS

THE CHALLENGER BOOTH

Inspired by the competitive spirit of esports, The Challenger Booth offers businesses an 8 ft exhibit area designed for impactful, focused engagement and brand display.

THE STRATEGY STAND

Reflecting the tactical depth of esports, The Strategy Stand provides a sleek high-boy option for sponsors who prefer a compact, yet effective presence, perfect for high-level networking and brand visibility.

| Exhibitor Benefit | The Challenger Booth \$2,500 | The Strategy Stand \$1,000 |
|---|--|-------------------------------------|
| Space Allocation | 6 or 8 ft table with two chairs and a waste basket | High-Top Table |
| Conference Tickets | Not Included (Exhibit Hall Only) | Not Included (Exhibit Hall Only) |
| Logo on Event Signage | ● | ● |
| Social media acknowledgment | ● | ● |
| Logo featured on the event website | ● | ● |
| Logo featured in event marketing collateral | ● | ● |
| EsportsNext Podcast Interview | ● | ● |
| Listing in Conference Materials | ● | ● |
| Post-Event Communications Inclusion | ● | ● |

MARQUEE SPONSORSHIPS



OPENING RECEPTION SPONSOR

\$25,000

Start the event with a splash as the exclusive Opening Reception Sponsor. This prestigious package offers an exclusive VIP area, prominent branding throughout the event venue, and the opportunity to deliver welcoming remarks to all attendees at the start of the event.

MEMBER LOUNGE

\$50,000

Create a haven for relaxation and networking as the Member Lounge Sponsor. This sponsorship provides comprehensive branding within the lounge, a prime location for interacting with VIPs, and the chance to distribute branded merchandise in a relaxed setting.

LEGENDS & LIBATIONS RECEPTION

\$25,000

As the exclusive sponsor of Legends & Libations: The ESTA Industry Awards, position your brand at the intersection of esports industry celebration and the kickoff to gaming's biggest festival. This prestigious event closes out EsportsNext 2025 while serving as the perfect transition into DreamHack,

LANYARD SPONSOR

\$15,000

Place your brand directly in line of sight for every attendee as the Lanyard Sponsor. This ensures your logo is prominently displayed on every lanyard worn during the event, coupled with significant signage presence.

WI-FI SPONSOR

\$10,000

Connect with every click as the Wi-Fi Sponsor. Your brand becomes the gateway to connectivity, greeting every attendee as they log in and staying connected with branded signage throughout the venue and a special branded login page to access wifi.

MARQUEE SPONSORSHIP BENEFITS

| Benefits | Opening Reception Sponsor (\$25,000) | Member Lounge Sponsor (\$50,000) | Legends & Libations (\$25,000) | Lanyard Sponsor (\$15,000) | Wi-Fi Sponsor (\$10,000) |
|---|--------------------------------------|----------------------------------|--------------------------------|----------------------------|--------------------------|
| Leading Up To The Event | | | | | |
| Social media acknowledgment | ● | ● | ● | ● | ● |
| Logo featured on the event website | ● | ● | ● | ● | ● |
| Logo featured in event marketing collateral | ● | ● | ● | ● | ● |
| During The Event | | | | | |
| Conference Tickets | 5 | 5 | 2 | 1 | 1 |
| Special Introduction and Opening Remarks | ● | ● | ● | | |
| Logo on the welcome boards and signage | ● | ● | ● | | |
| Exhibit Booth | ● | ● | ● | ● | ● |
| Exclusive VIP Area | ● | ● | ● | | |
| After The Event | | | | | |
| Logo inclusion in post-event communication | ● | ● | ● | ● | ● |

MAGAZINE ADVERTISING

Capture the attention of the esports industry's finest with our exclusive Magazine Ad placements in the 2025 print edition of EsportsNext Magazine. Whether you're looking to make a bold statement or provide valuable content, we have the perfect canvas for your message:



RATES

| PLACEMENT | 1x | 2x | 4x |
|---------------|---------|---------|---------|
| Cover 2, 3, 4 | \$3,000 | \$2500 | \$2000 |
| Spread | \$5,000 | \$4,850 | \$4,700 |
| Full Page | \$2,000 | \$1850 | \$1700 |
| 1/2 Page | \$1,000 | \$900 | \$800 |

SPECS

| PLACEMENT | SPECS |
|---------------------|--------------------------------|
| Cover 2, 3, 4 | 8.75 x 10.75 (trim 8.5 x 10.5) |
| Spread | 17.25 x 10.75 (trim 17 x 10.5) |
| Full Page | 8.75 x 10.75 (trim 8.5 x 10.5) |
| 1/2 Page Horizontal | 8.75 x 5.5 (trim 8.5 x 5.25) |

Publication Trim: 8.5 x 10.5 inches (Do not build ad to this size)
Safe Space: Maintain a minimum of 0.25 inches from the edge of your design to the edge of the critical content. This margin should be considered within your bleed settings if applicable.

EDITORIAL CALENDAR

All dates below are subject to change.

| ISSUE | SPACE CLOSING | MATERIALS DUE | PUBLISH DATE |
|---|----------------|---------------|---------------|
| Winter 2024 The Future of Esports Technology | Nov. 7, 2024 | Nov. 15, 2024 | Dec. 2, 2024 |
| Spring 2025 Diversity and Inclusion in Esports | Feb. 12, 2025 | Feb. 20, 2025 | Mar. 21, 2025 |
| Summer 2025 EsportsNext Conference & Member Directory | April 28, 2025 | May 07, 2025 | Jun. 20, 2025 |
| Fall 2025 Esports Business and Investment | Aug. 13, 2025 | Aug. 20, 2025 | Sep. 19, 2025 |

QUESTIONS? CONTACT US

*Reach us via email or phone to learn more about ESTA
and to answer any questions about attending, sponsoring
or speaking at the conference.*



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www.esportsta.org*



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