ESPORTSNEXT

Built to Last. Built to Lead.

SPONSORSHIP PROSPECTUS

Grand Rapids, MI
Sept. 9-10

ESPORTS TRADE ASSOCIATION

LETTER FROM OUR FOUNDER

Ten years ago, the business of esports didn't have a home. We built one.

EsportsNext 2027 marks a decade of the Esports Trade Association, and "Built to Last. Built to Lead." is how we see the next one. The companies in this room have outlasted every hype cycle thrown at them. Now the job is leading: setting the standards, structuring the partnerships, and defining what the next decade of esports business looks like.

We're doing it in Grand Rapids, inside the Bamboo Gallery, a reimagined art gallery in the heart of downtown, with the West Michigan Sports Commission as our presenting sponsor.

A partnership with EsportsNext 2027 puts your brand in front of the people who run this industry. As a sponsor, you'll unlock:

- Direct access to senior executives, strategic investors, and brand decision-makers
- Positioning alongside ESTA's tenth-anniversary programming and the ESTA Industry Awards
- Curated networking across two days in one of the Midwest's most walkable downtowns
- Year-round visibility through ESTA's newsletters, magazine, and member network

Ten years in. Built to last. Ready to lead. Join us.



Megan Van Petten

Megan Van Petten
Founder, Esports Trade Association











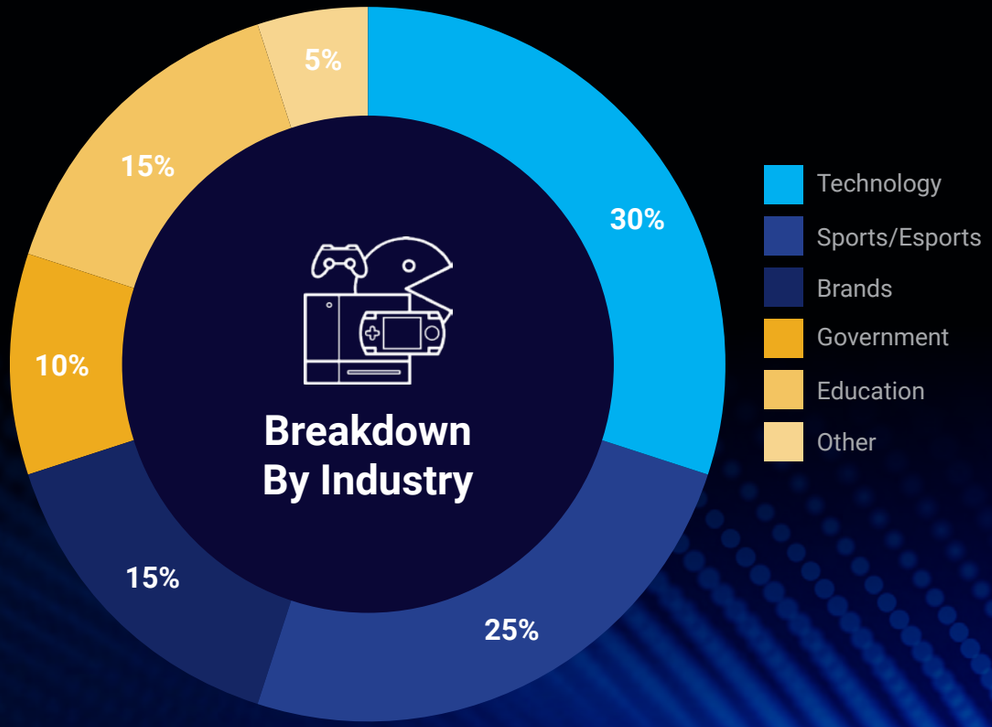


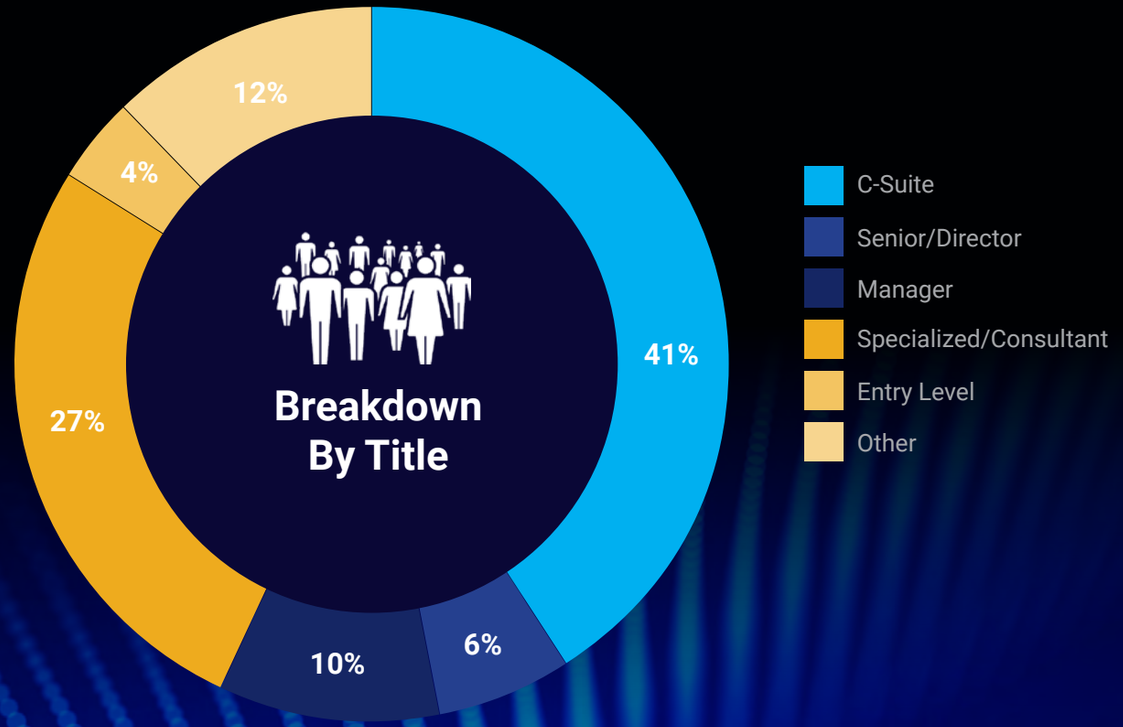






ATTENDEE SNAPSHOT





Attendee Companies Include

RIOT GAMES · EPIC GAMES · ACTIVISION BLIZZARD · WHATABURGER · twitch · encore · AVI SPL · apm MUSIC · SMARTSOURCE · intel · SHI

Microsoft · LG · MISFITS · Coca-Cola · Garrett popcorn shops · Eli's Cheesecake · Ann & Robert H. Lurie Children's Hospital of Chicago · NASEF · American Red Cross

Morgan Stanley · STADIA VENTURES · BITKRAFT · NASCAR · SAINTS · DELL Technologies · SONY PICTURES · FRISCO · CINCINNATI · CHICAGO

CONFERENCE PROGRAMMING

PANEL SPONSOR – $7,500

Establish thought leadership by moderating a high-profile industry panel discussion.

- Company executive moderates industry panel of your choice
- Panel topic collaboration and speaker coordination
- Includes all conference programming benefits

SPEAKER DINNER SPONSOR – $12,500

Host an exclusive networking dinner for all conference speakers and select VIP attendees.

- Private dinner venue for approximately 25 speakers and VIP guests
- Welcome remarks and speaker appreciation opportunity
- Direct networking access with all conference speakers
- Branded dinner materials and exclusive speaker interaction
- Includes all conference programming benefits







Benefits	Speaker Dinner	Panel Sponsor
Leading Up To The Event		
Social media acknowledgment	●	●
Logo featured on event website	●	●
Logo featured in event marketing collateral	●	●
During The Event		
Conference Passes	3	3
Special Introduction and Opening Remarks	●	
Logo on welcome boards and signage	●	●
Exhibit Booth		
After The Event		
Logo inclusion in post-event communication	●	●

SPECIALIZED PROGRAMMING



NEXT GEN LEADERSHIP LAB – $25,000

Champion the future of esports education with exclusive access to emerging industry leaders.

- Opening remarks to track participants
- Co-branded lab materials and curriculum
- Year-round lab alumni network access
- Includes all specialized programming benefits

DESTINATION ESPORTS FORUM – $15,000

Own the conversation about where esports happens. The Destination Esports Forum brings together sports commissions, convention bureaus, cities, venues, and the tournament organizers and publishers who choose among them.

- Opening remarks to forum participants
- Forum branding and session facilitation
- Seat on the forum's host-destination panel
- First access to the destination contacts in the room
- Includes all specialized programming benefits

Benefits	Next Gen Leadership Lab	Destination Esports Forum
Leading Up To The Event		
Social media acknowledgment	●	●
Logo featured on event website	●	●
Logo featured in event marketing collateral	●	●
During The Event		
Conference Passes	5	3
Special Introduction and Opening Remarks	●	●
Logo on welcome boards and signage	●	●
Exhibit Booth	●	●
After The Event		
Logo inclusion in post-event communication	●	●

NETWORKING EXPERIENCES

EXECUTIVE CIGAR LOUNGE – $15,000

Create an intimate networking environment for a curated group of up to 40 executives.

- Private cigar lounge with premium cigars and cocktails
- Branded signage
- Includes all networking experience benefits

PICKLE & PIN EXECUTIVE SESSION – $15,000

A private buyout of Pickle & Pin on Grand Rapids' West Side: three pickleball courts, three golf simulators, and a full bar, for a curated group of up to 30 executives. Small by design.

- Private venue buyout with court and simulator time
- Branded bracket, leaderboard, and prizes
- Cocktails and locally sourced food
- Professional photography and social content
- Includes all networking experience benefits

BREWERY TRIVIA NIGHT – $12,500

Host the night Grand Rapids does best: craft beer and industry-themed trivia at a private downtown brewery.

- Private brewery venue with craft beer selections
- Professional trivia host with custom esports questions
- Event photography and branded keepsakes
- Includes all networking experience benefits







Benefits	Pickle & Pin Executive Session	Executive Cigar Lounge	Brewery Trivia Night
Leading Up To The Event			
Social media acknowledgment	●	●	●
Logo featured on event website	●	●	●
Logo featured in event marketing collateral	●	●	●
During The Event			
Conference Passes	4	4	4
Special Introduction and Opening Remarks	●	●	●
Logo on welcome boards and signage	●	●	●
Exhibit Booth	●		
After The Event			
Logo inclusion in post-event communication	●	●	●

CONFERENCE HOSPITALITY

RECEPTION SPONSOR – $15,000

1 Available

Host the premiere networking event that sets the tone for Thursday evening.

CONFERENCE LUNCH SPONSOR – $10,000

2 Available

Your brand fuels the conversations that happen over a shared meal, creating the perfect setting for relationship building and deal-making.

COFFEE SERVICE SPONSOR – $2,500

4 Available

Power every great conversation as your premium coffee service fuels the conference's most important networking moments. Transform every break into a branded networking command center.

REFRESHMENT BREAK SPONSOR – $5,000

2 Available

Keep conference energy soaring with perfectly timed afternoon refreshments that turn a basic necessity into a memorable brand experience. Be the hero when energy dips and professionals need to recharge.



Benefits	Reception Sponsor	Conference Lunch Sponsor	Coffee Service Sponsor	Refreshment Break
Leading Up To The Event				
Social media acknowledgment	●	●	●	●
Logo featured on event website	●	●	●	●
Logo featured in event marketing collateral	●	●	●	●
During The Event				
Conference Passes	3	2	-	1
Special Introduction and Opening Remarks	●	●	●	
Logo on welcome boards and signage	●	●	●	●
Exhibit Booth	●	●	-	●
After The Event				
Logo inclusion in post-event communication	●	●	●	●

CONFERENCE SERVICES

REGISTRATION SPONSOR – $7,500

Own the critical first impression as attendees check in and receive their welcome materials. This sponsorship includes a branded registration desk and check-in coordination, as well as the opportunity to lead welcome bag distribution and first-day orientation.

LANYARD & BADGE – $5,000

Maintain continuous brand visibility throughout the entire conference experience with your logo on all attendee lanyards and badges. You'll also have the opportunity to select custom colors and designs, ensuring your brand stands out during every event interaction.

CONFERENCE APP – $5,000

Integrate your brand into the essential tool for networking and scheduling. As the Conference App Sponsor, your logo and messaging will be embedded into the platform attendees rely on to navigate the event.

CONFERENCE MATERIALS – $7,500

Put your brand directly in attendees' hands. As the sponsor of official conference materials—including the notebook, pen, and printed guide—your logo will be featured on key items attendees use throughout the event and take home afterward.

WI-FI – $2,500

Provide critical internet access while showcasing your brand. As the Wi-Fi Sponsor, you'll be featured on a custom-branded network login, delivering visibility every time attendees connect.

REGISTRATION CONFIRMATION EMAIL – $5,000

Be the first brand attendees encounter in their conference journey. Your banner ad will appear in all registration confirmation emails, creating early and impactful brand recognition before the event even begins.

DAILY NEWSLETTER SPONSOR – $5,000

Stay top-of-mind with attendees through daily branded email updates. As the exclusive sponsor, your logo and messaging will be featured in each newsletter, keeping your brand visible while delivering key conference content and announcements directly to inboxes.



Benefits	
Leading Up To The Event	
Social media acknowledgment	●
Logo featured on event website	●
Logo featured in event marketing collateral	●
During The Event	
Conference Passes	1
Logo on welcome boards and signage	●
After The Event	
Logo inclusion in post-event communication	●



EXHIBIT BOOTHS

THE CHALLENGER BOOTH – $5,000

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 – $2,500

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	The Strategy Stand
Space Allocation	6 or 8 ft table with two chairs and a waste basket	High-Top Table
Conference Tickets	2	1
Logo on Event Signage	●	●
Social media acknowledgment	●	●
Logo featured on the event website	●	●
Logo featured in event marketing collateral	●	●
Listing in Conference Materials	●	●
Post-Event Communications Inclusion	●	●

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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