

# **EVENTS ENGINE**

**GAMING AND ESPORTS  
PR & MARKETING, EVENTS AND BROADCAST SPECIALISTS**



# ABOUT EVENTS ENGINE

We are the perfect combination of experience and innovation, leading the way in the emerging gaming and esports market with very few competitors in the space.

Our directors have a combined 36 years experience in the industry, with skills ranging from Professional esports player/Team owner, Influencer, Gaming TV Show Presenter/Owner, PR/Marketing manager and esports league operator, and more. We cover close to every aspect of the industry with an authentic focus on live broadcast, community and competitive gaming. We are the people whom our competitors bring to in the space to actually do the work.

Events Engine will not only create amazing white label events for your brand, but we Rights Manage several existing properties with strong incumbent audiences set to grow. We can offer Sponsorship and events packages for live, online and social campaign partnerships.

Creating a total strategy, we provide PR and Marketing services for your brand, with great press relationships and authentic connection to the industry and wider gaming community.





# SERVICES

Marketing and Project Management Services include

- [Esports Tournament and League Management](#)
- [PR and Marketing, Influencer Activation](#)
- [Broadcast and Production Services](#)
- [Brand Partnerships and Activations](#)
- [Gaming Event Staff](#)
- [AV and Event Equipment Hire](#)

# PORTFOLIO

Gaming properties whose rights we manage for sponsorship

- [Krunker Pro League](#)
- [CouchWarriors / CouchWarriors League](#)
- [BAM \(Battle Arena Melbourne\)](#)
- [ANZ Stops for Fighting Game World Tours \(Capcom/Bandai Namco\)](#)
- [New Game Plus TV Show](#)





## DANIEL CHLEBOWCZYK

Professional marketer in games industry working with Xbox, Fortnite, Blizzard, ASUS, Hi-Rez Studios, ESL, HyperX, Plantronics & more. 15 years in entertainment industry brand management & agency. CouchWarriors Partnerships & PR Manager, President, BAM venue and tour licensee. Australia's first esports pro fighting game player (WCG & CGS, 2007-8).



## HAYDEN 'HAYDZ' SHIELDS

Experienced professional esports player and teamowner. Began his gaming career as a leading Influencer with 120,000 Subscribers, CEO of Kanga Esports, marketer in games industry working with clients including JB HIFI, ASUS, Cougar, Bluemouth, StudioHawk, Quantum Energy, Hi-Rez Studios and more.



## JASON O'CALLAGHAN

Multi decade games journalist and TV producer of over 400 episodes of broadcast television. Hundreds of event executions managing major logistics, live stream and AV equipment coordination, and directing paid event staffing. Has worked with all the major and minor publishers.



# SAMPLE PAST CLIENTELE



# EVENT PARTNERS

*Sample list. We host owned events, deploy fully managed zones and deliver booth and stage space.*



THE  
GAME  
EXPO

**10k attendees projected**  
*EE Exclusive full show management.*



**60k attendees - 3 locations**  
*Fully managed Gaming zone*

COSPENDIUM  
THE ULTIMATE COSPLAY + GAMING CONVENTION

**20k attendees projected**  
*Fully managed Gaming zone*



**1,000+ Players per month**  
*EE Exclusive National league.*

ANIME  
FESTIVAL

**15k attendees - 3 locations**  
*Fully managed Gaming zone*



**1k student attendees**  
*Fully managed Gaming zone*



**5,000 attendees - Esports tournament**  
*EE Exclusive Global world tour event.*



**70k attendees**  
*Zone Delivery, Stage+Booth Production*



**12k attendees**  
*Zone Delivery, Stage+Booth Production*

# OUR SERVICES



# ESPORTS TOURNAMENTS & LEAGUE MANAGEMENT

- Strategy and structure, ensuring quality player experience, rulesets and engaging with international standards.
- Coordinating suppliers, teams, sponsors and stakeholders to manage tournaments and leagues
- Pulling together all aspects of project management to bring a smooth running league together
- Venue sourcing and management
- End-To-End Project Planning

## EXAMPLES INCLUDE:

Tekken World Tour, Pickle Bet, Krunker League, SMITE Oceania Pro League, Paladins Pro League, FireCuda Cup (Rocket League), Cospodium League, Total Kombat



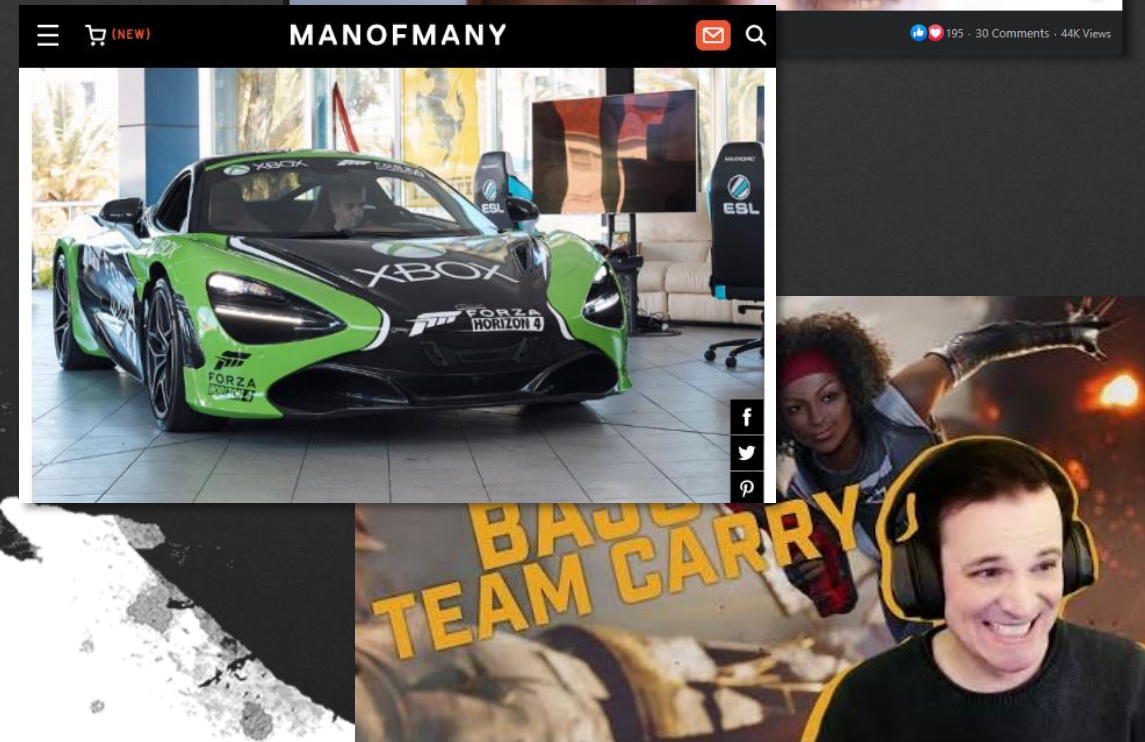
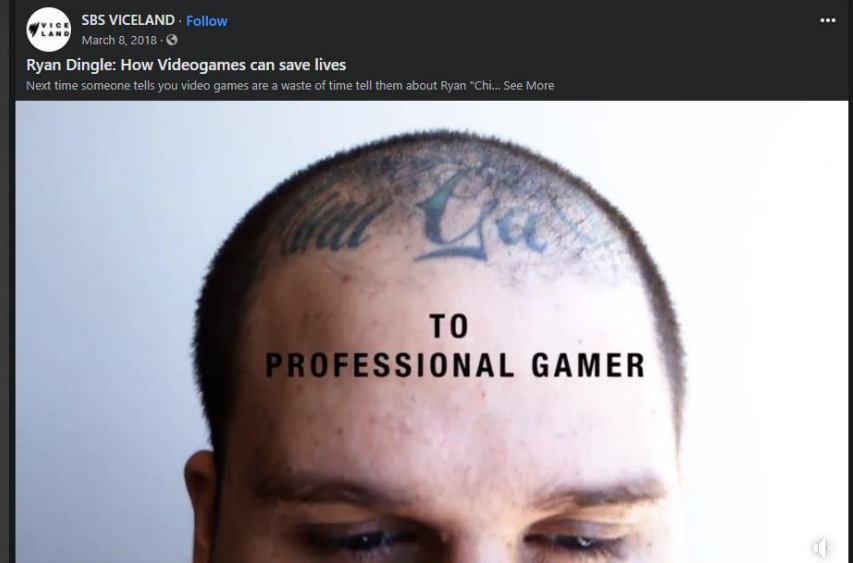


# PR, MARKETING AND INFLUENCER ACTIVATIONS

- Your specialized gaming agency. PR/Marketing team led by Director Daniel, who will provide hands on experience as senior account manager. Our team has deep connections and positive relationships throughout ANZ games & tech media.
- Events Engine part of a soon to be announced global PR network, providing further support into the region.
- Press office is timely, persistent and knows how to deliver an effective news release, product launch or editorial campaign.
- Providing a holistic strategy for gaming. Media engagement sits alongside social media, events and content creators.
- One of the longest running teams engaging with gaming content creators, we know how to deliver great activations and affiliate campaigns with happy creators and clients – always operates on a win-win basis.
- Deep experience in developing and supporting social media and community management to ensure you are engaged and your content and communication meets its audience.

## EXAMPLES INCLUDE:

Media management at major events such as Blizzcon, IEM, PAX; Feature interview on SBS The Feed/Viceland: How VideoGames Save Lives; Launch Drive and Review for Forza Horizon 4 (Xbox); Rogue Company Lets Play program (Hi-Rez Studios); CORSAIR Game Nights content creator series; and thousands of reviews, interviews and feature stories.



# BROADCAST & PRODUCTION

- Television Production
- Online Streaming/Broadcast
- Video Editing
- Photography/Videography
- Graphic Design/Broadcast Overlay

## EXAMPLES INCLUDE:

New Game Plus TV show 300+ episodes, Madman Anime Festival Gaming Zones, ASUS PAX Booth and Stage, Resident Evil 3 Launch Party





# BRAND PARTNERSHIPS & ACTIVATIONS

- Product Placement
- Branded Tournaments
- Social Media Campaigns
- Influencer Engagement
- Product Launches

## EXAMPLES INCLUDE:

Mortal Kombat 11 Presenting partnership  
(BAM11), LG Electronics (CouchWarriors League),  
Rogue Company Let's Play Series



**LG ULTRAGEAR**  
OFFICIAL MONITOR OF BAM11.  
GEAR UP FOR VICTORY



**LG**

Life's Good



VISIT [HTTP://BIT.LY/LGBAM11MONITOR](http://bit.ly/LGBAM11MONITOR)





# EVENT STAFFING & EQUIPMENT HIRE

- Specialised Gaming and Esports Savvy Staff
- Talent Coordination: Pro Players, Cosplayers, MC/Hosts, Commentators
- Test and Tag Technician
- AV and Equipment Hire inc:
  - Stages, Tables, Chairs, Projectors, Screens  
Consoles, Gaming PC's

## EXAMPLES INCLUDE:

RAZER convention booths, Bandai Namco Event Booths (multiple conventions), Madman Anime Festival Gaming Zone, Total Kombat Event Staff



# WORK EXAMPLES



# WORK EXAMPLES



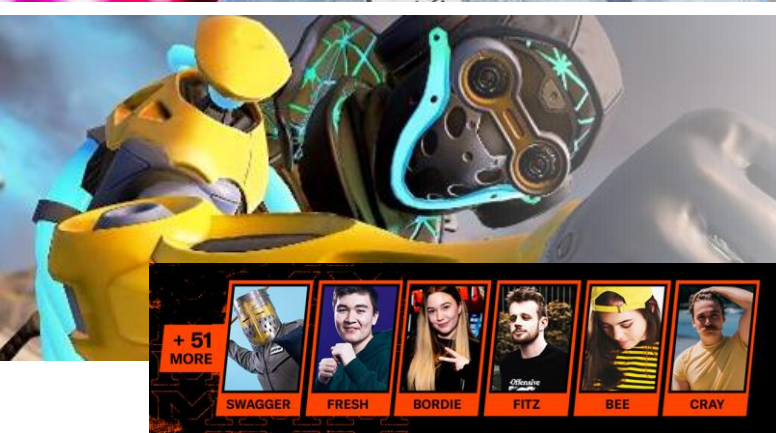
## TEKKEN WORLD TOUR and TEKKEN ONLINE CHALLENGE

We created a full local edition of the world tour production, showcasing the skills of Australian players and commentators. \* Also known for Capcom Pro Tour and others. Peak viewership over 22,000 and more than 256 live competitor entrants.



## ASIA POP FEST

We curated a gaming segment of the event while additionally supplying live streaming broadcast services. Asia Pop Fest was broadcast by SBS Pop Asia to Television and attended by over 6000 fans.



## ARENA 7 APEX LEGENDS INFLUENCER EVENT

One of the largest Influencer activations in Australia with over 50 content creators all playing APEX. We coordinated the tournament and the wider participation of additional influencers. Achieved a peak CCV of over 78,000



# WORK EXAMPLES



## **JB HI-FI AT MELBOURNE ESPORTS OPEN (MEO)**

Event activations at Melbourne Esports Open, doing live filming/editing to push content out during the event for JB HIFI. With a full camera crew/presenter/editor. Additionally, produced fighting game stage events.



## **ASUS BOOTH @ PAX**

Event activations at PAX AUS 2018 &19, Staffing the booth with influencers/MC's/pro players/casters and managing the tournament live stream with multiple 4k camera setups. (All our own AV equipment)



## **COUGAR BOOTH @ E3 & PAX**

Event activations at E3 and PAX AUS. We provided staff for booth setup, Influencers, Cosplayers, Pro players and an expert sales team + POS system to sell \$40,000+ worth of products at PAX.

# WORK EXAMPLES



## **MONASH/CHISHOLM TECH GAMES FESTIVAL (TGF)**

Full event stage setup, presentation, content programming, stage management, MC'ing and guest speaker hosting. Driving the core content and live stream broadcast, alongside engaging thousands of student and teacher audience members in live venue.



## **CONVENTION WORK / GAMING ZONES**

Consistent partners to convention events including, MEO, Anime Festival, OzComicCon and PAX Australia, and to vendors at each. Supplying full gaming zone service: demo setups, tournaments, plus live finals and presentations at main stage and panel rooms.



## **WHITE NIGHT GAMING @ ACMI**

In partnership with ACMI we crafted a live gaming stage in the ACMI foyer. Engaging thousands of viewers, including regular interaction with audience participants, gaming industry and pro players. A mix of Let's Play, Audience competition, Play the Pro and Exhibitions.

# PORTFOLIO





# KRUNKER PRO LEAGUE

The Krunker Pro League was played each Saturday for 6 weeks. We organised the whole event from scratch with Broadcast team, Commentators, Influencers and Australia top esports players.

A new League is starting late 2021. [Krunker Pro League Sponsor Proposal](#)

## OCE KRUNKER PRO LEAGUE



Unique Viewers:

**221,184**

AVG Viewers:

**5000+**

Live Views:

**582,550**

Amount of Content:

**20+ hrs**





## PICKLEBET KRUNKER LEAGUE






Rank	Name	Score	Kills	Deaths	Objective	Reward
1	Killa	4820	14	10	100%	100%
2	HoppyCX	3400	12	10	100%	100%
3	nStake	3400	12	10	100%	100%
4	Lazharn	3400	12	10	100%	100%



BROUGHT TO YOU BY



# COUCHWARRIORS LEAGUE

CouchWarriors is the major organising group for the Australian fighting game esports scene. The premier season for the FGC is under the banner of CouchWarriors League.

Here players maintain their skills and practice on the road to major events like BAM and CouchWarriors Crossup. CWLeague incorporates ranking tournaments and social gatherings nationwide.

## Info:

- [CouchWarriors League Website](#)
- [CouchWarriors League Sponsorship Proposal](#)

An authentic brand building opportunity, driving positive association and loyalty throughout the community. All events are live streamed with Twitch front page promotion. Live events in Melbourne Brisbane, Adelaide and Sydney.

## Monthly Event Stats:

- Over 300 players per month at local events
- Over 500 players during state major events, 1,000+ at BAM
- Livestream reach peak approx 2300 concurrent viewers (for up to 8 events/games per month) and 87,000+ monthly viewers.
- Livestream reach up to 25,000 concurrent views during major events





# BATTLE ARENA MELBOURNE

BAM is Australia's largest open entry esports event.

Our Internal events will combine our core services. Because we do everything in-house we are able to run these huge events at an extremely low cost, which allows us to be profitable from our first event and scale from there.

A great example of this is Battle Arena Melbourne, which is an event we run as part of CouchWarriors League.

- BAM 11 had 1,020 FGC competitors and 4,400 total foot traffic
- Relevant links:
  - [BAM11 Report](#)
  - [BAM10 Report](#)
  - [Event Results](#)
  - [Media Kit/Photography](#)
  - [Event Trailer](#)

**BAM**





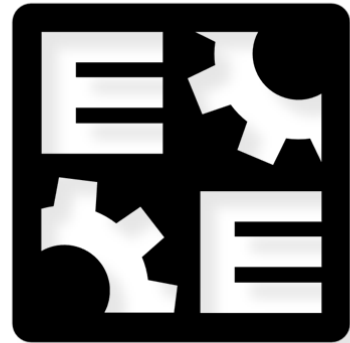
# GLOBAL ESPORTS CIRCUITS

Our team maintains great relations with the developers of all major fighting games and regularly integrate officially supported world tours to our events, particularly CouchWarriors events such as BAM but we have positioned tours at Conventions and esports events like PAX and MEO.

This not only means global promotion, but also boosts international and local attendee numbers.

- [Tekken World Tour](#)
- [Capcom Pro Tour](#)
- [ARC World Tour](#)
- [Soul Calibur World Tour](#)
- [Dragon Ball FighterZ World Tour](#)





# EVENTS ENGINE

**GAMING AND ESPORTS  
PR & MARKETING, EVENTS AND BROADCAST SPECIALISTS**

[contact@eventsengine.com.au](mailto:contact@eventsengine.com.au)

[WWW.EVENTSENGINE.COM.AU](http://WWW.EVENTSENGINE.COM.AU)

