

EVENTS ENGINE

GAMING AND ESPORTS SPECIALISTS

PR & MARKETING ⚙ INFLUENCERS ⚙ EVENTS & STAFFING
SOCIAL MEDIA ⚙ EQUIPMENT HIRE ⚙ VIDEO PRODUCTION



ABOUT EVENTS ENGINE

THE ESSENTIAL COG IN YOUR GAMING STRATEGY

Our team is the combination of experience and innovation, leading the way in the emerging gaming and esports market. Our intrinsic understanding of the gaming space is unique. Our team genuinely comes from gaming communities with a rare combination of deep industry, media, production, agency and marketing experience. We also work as suppliers with existing agencies as a supplier for equipment, staffing or specialised activations. From test and tag, tables and chairs to a full esports league.

Most of all we're gamers through and through, still playing, still having fun. As collaborators, we're hardworking, down to earth, practical, and effective.

Our directors have a combined 43 years experience in the industry. We cover close to every aspect of the industry with an authentic focus on community and competitive gaming.

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

With our lived experience and active, organisational engagement with esports and gaming, we can provide you with the best strategy to get into gaming.



SERVICES

Events, Hire, Marketing and Project Management Services include

- [Esports Tournament and League Management](#)
- [PR, Brand Strategy and Marketing, Influencer Activation](#)
- [Social Media Strategy and Community Management](#)
- [Content Production Services](#) inc Livestream, Videography and Photography
- [Gaming Event Staff](#)
- [AV and Event Equipment Hire](#)
 - [View the Equipment Hire Catalogue](#)

PORTFOLIO

Gaming properties whose rights we manage for sponsorship

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





LEADERSHIP TEAM

Daniel Chlebowczyk

Professional marketer in games industry working with Xbox, Fortnite, Blizzard, ASUS, Hi-Rez Studios, ESL, CORSAIR and more. 15 years entertainment industry brand management & agency. Work with CouchWarriors: 3 years as President; ongoing Partnerships Manager, 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 team owner. 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 CURRENT AND PAST CLIENTELE

mwave^M


PlayStation[®]


Red Bull

 **XBOX**

AMD 

ASUS[®]

 **crunchyroll**[™]


twitch

 **CORSAIR**


AUS


STUDIOHAWK
SEO SPECIALISTS

 **R A Z E R**[™]

BANDAI NAMCO


COUGAR

ViewSonic[®]

 **steelseries**

CAPCOM[®]


bluemouthdirect.com

HI·REZ
VICTORY. TOGETHER.

 **AORUS**

 **LG**

EPOS

OUR SERVICES



PROJECT MANAGEMENT INC

ESPORTS TOURNAMENTS & LEAGUES

- Strategy and structure, ensuring 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
- Branded event activations and campaigns

EXAMPLES INCLUDE:

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

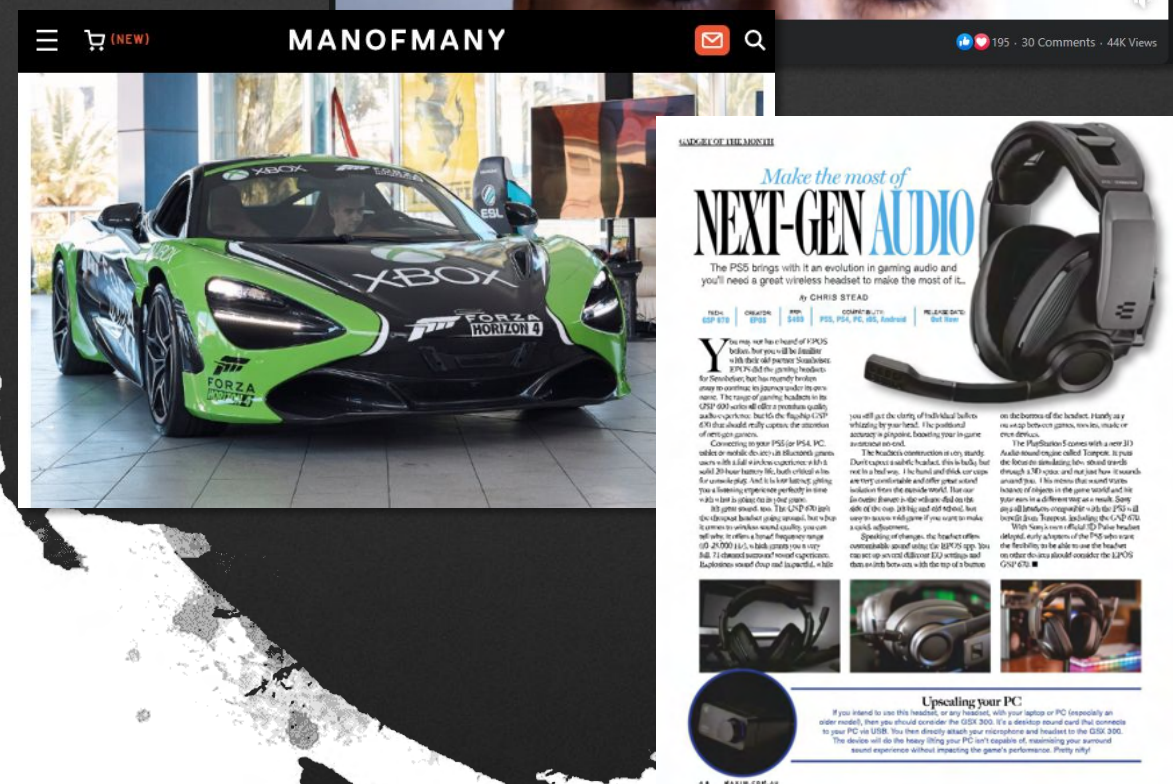
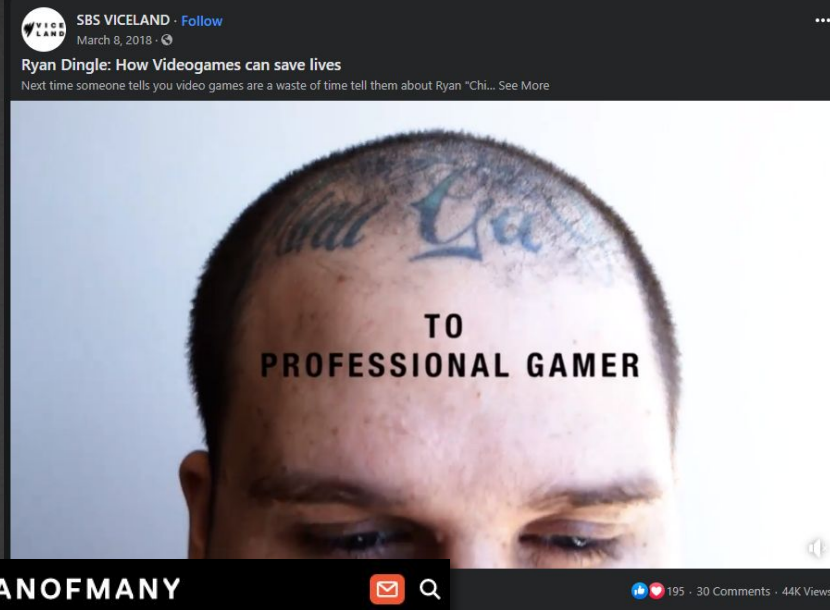


PR AGENCY, BRAND MARKETING AND INFLUENCER ACTIVATIONS

- Your specialized gaming agency led by Account Director Daniel, who will provide hands on experience. Our team has deep connections and positive relationships throughout ANZ games & tech media.
- 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.
- Influencer impact: 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. (Examples on following slide)
- Social Media Synergy: strategy and management (see upcoming slide)

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; thousands of reviews, interviews & feature stories.



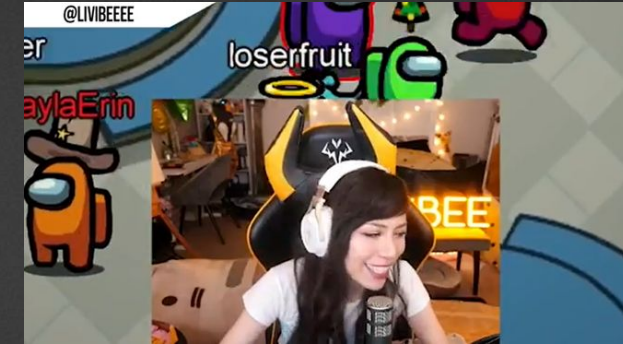
SNAPSHOT: CREATOR ACTIVATIONS

Each was briefed a Social Media Content Plan to deliver the social impressions achieved below.

CORSAIR GAME NIGHT - CORSAIR

We Recruited 10 streamers as participants to play Among Us as a promo vehicle for CORSAIR, with prize packs for viewers. We created the campaign brief, visuals for social and [recap video](#) delivered via client's social media. Runs quarterly with different trending themes each time.

- Social Impressions **910 thousand**
- Video Views **210 thousand**



[Watch: CORSAIR Game Night Recap](#)

EPOS ANZ AFFILIATE PROGRAM - EPOS

Established local roster of 10 core creators with growth potential as affiliates, running campaigns promoting gaming audio. Crafted brief, content plan and maintain creator relationships to deliver brand building activity engaging audiences, introducing EPOS to ANZ

- Social Impressions: **385 thousand** - **316% growth** project 1 to 3
- Video Views: **296 thousand** - **96% growth** project 1 to 3
(Captures 3 successive projects: GTW 270 earbuds, H3 Headset, B20 Microphone)



[Watch: Loserfruit plays Rogue Company](#)

“ROGUE COMPANY” LET’S PLAY - HI-REZ STUDIOS

We selected 19 content creators to play the game while promoting links to download the closed beta, and explore features of the game. Live streams and dedicated videos delivered.

- Social impressions **1.81 million**
- Video Views **2.08 million**

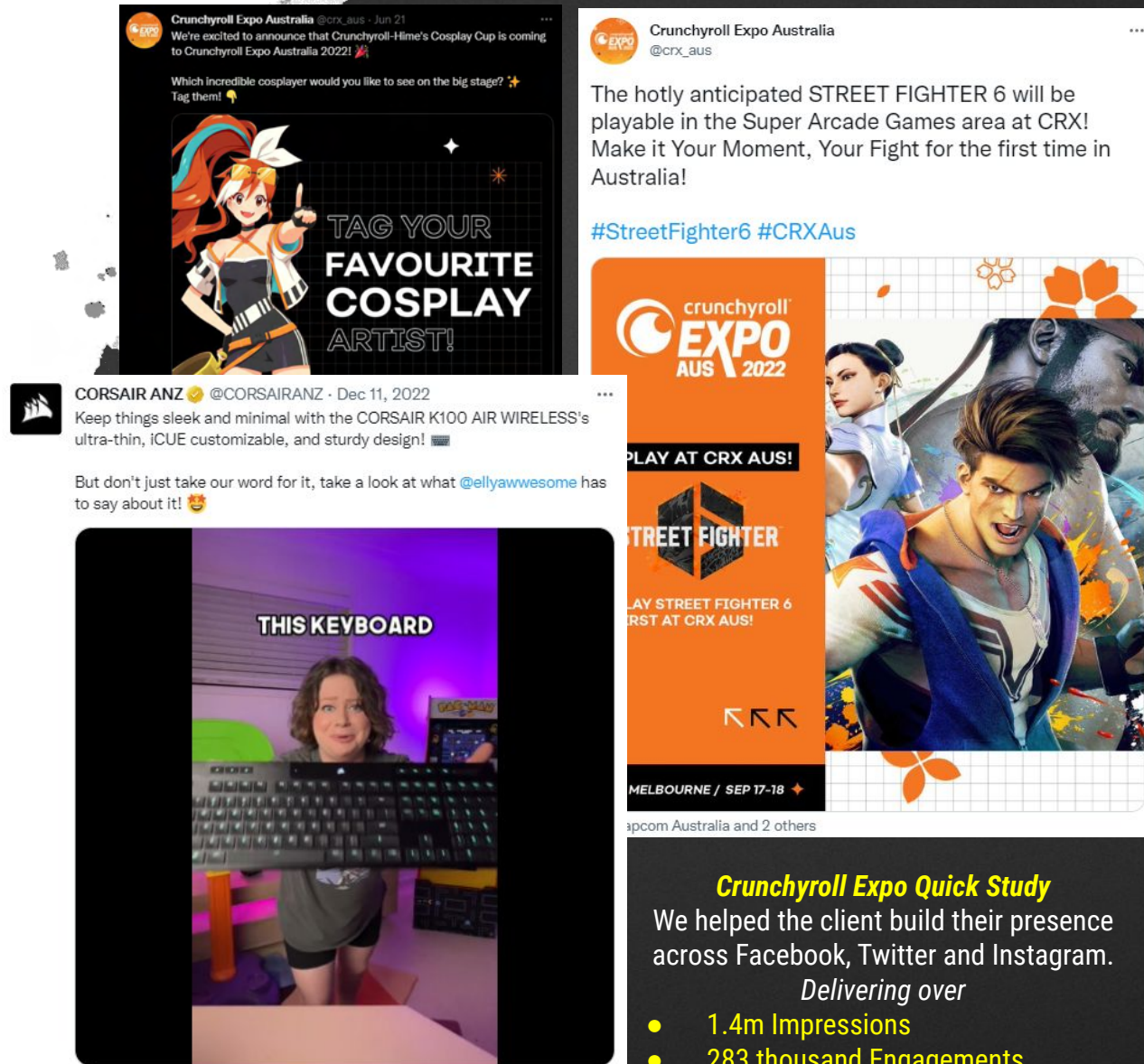


SOCIAL MEDIA STRATEGY AND COMMUNITY MANAGEMENT

- Full service Social Media agency, from campaigns to ongoing content production and community management
- We will build your audience profile, tone of voice guide, and ideation to tailor the content plan
- Live event integration with full onsite photography and video production for rapid high quality content
- Powerful strategic integration with Influencers
- Original content and community connection - we know how to drive engagement in gaming
- Live streaming broadcast integration
- Local focus wins Brand Loyalty

EXAMPLES INCLUDE:

Crunchyroll Expo Social Media management and on day show content team, JB Hi Fi's Melbourne Esports Open, STACK Video content, CORSAIR ANZ Social Media. Previously our team provided management for brands such as HyperX, Plantronics, Cougar and esports partners such as CouchWarriors, Krunker and Kanga Esports.



CONTENT PRODUCTION

VIDEO, PHOTO, EDITING, BROADCAST

Creative content development from brief to execution

- Television Production
- Online Streaming/Broadcast
- Video Editing
- Photography/Videography
- Graphic Design/Broadcast Overlay
- AAA brand content
 - [Watch: Do Your Thing feat. Loserfruit](#)

EXAMPLES INCLUDE:

Madman Anime Festival / Crunchyroll Gaming Zones, ASUS

PAX Booth and Stage, Resident Evil Launch Party

Event Production throughout esports league events below



EVENT STAFFING & EQUIPMENT HIRE

- Specialised Gaming and Esports Savvy Staff
- Talent Coordination: Pro Players, Cosplayers, MC/Hosts, Commentators
- Test and Tag Technician
- Full PC Pool of Gaming PCs, Monitors (see next slide)
- AV and Equipment Hire inc:
 - Stages, Tables, Chairs, Projectors, Screens
Consoles, Gaming PC's

EXAMPLES INCLUDE:

PAX Australia event and client booth activations, MWAVE, RAZER, Bandai Namco, Bluemouth and other Event Booths (multiple conventions), Anime Festival Gaming Zone, Total Kombat Event Staff



PC POOL TO POWER ANY GAMING EVENT

- Dedicated pool of 25 high powered PCs
- Available for integration with existing events found at our portfolio shows
- Available for White Label / General hire
- AMD AM4 models SPEC:
 - AMD Ryzen 5900x 12 core, 32Gig RAM, 2TB NVME Storage, Radeon RX 6800
 - AORUS Gaming Monitors: GIGABYTE M27Q4k 27in, IPS, W-LED, 2560x1440 pixels
- *NEW GEN AM5 MODELS COMING 2023*

EXAMPLES INCLUDE:

Driving Gaming Zones and activations at Dreamhack (Monitors), Crunchyroll Expo, multiple PAX Australia booths, CouchWarriors Crossup (2022 Finals), The Game Expo, and local LAN events



WORK EXAMPLES



WORK EXAMPLES



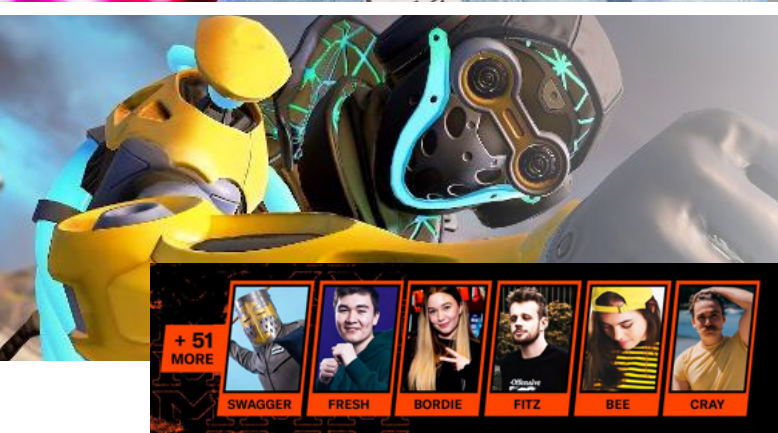
TEKKEN WORLD TOUR and TEKKEN ONLINE CHALLENGE

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 FESTIVAL

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 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

Event activations including full show section for Fighting Game section at Dreamhack and MEO. At MEO, live filming/editing to push content out during the event for JB HIFI. With a full camera crew/presenter/editor.



ASUS BOOTH @ PAX

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, MCing 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 Madman 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.



GAME DAYS AT PORT PHILLIP LIBRARY SERVICES

Our team has been engaged by the City of Port Phillip, as part of its Games Action Plan, to produce fun and engaging gaming activities, attracting younger people to Libraries in the precinct.

We consulted and developed a suite of Gaming Day activations.

There was fun to be had and a lot learned, including amazement at games at the library as well as facing the sporting challenge of dealing with victory and defeat, incorporating the fun of games and elements of socialising and personal development.

Most of all it is about having fun and being a good sport.

These have so far included (Click through to watch **VIDEO**)

- [Super Smash Bros & Learn to Play](#)
- [Mario Kart Family Race Day](#)
- [Kerbal Space Program](#) (Learn to be a space engineer)

Additional activations have included

Providing a VR Experience at St Kilda Festival (Local government festival that brings in 400,000 visitors to the area)

And bringing traditional esports tournaments to COPP venues.



PORTFOLIO



WHITE LABEL INTERNATIONAL ESPORTS - STEELSERIES

[Steelseries](#) engaged the team to provide several regular tournament events, running end to end administration, tournament operation, broadcast production including live stream and talent management.

Events serving multiple game titles and communities, including

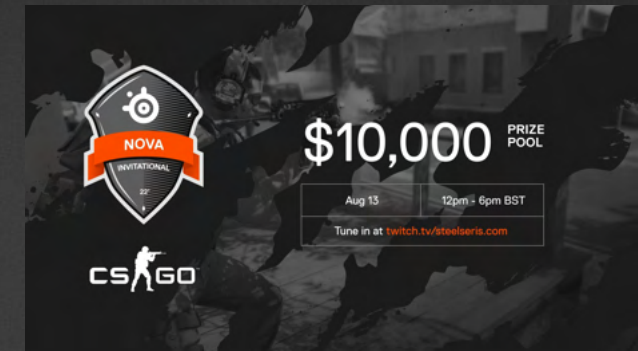
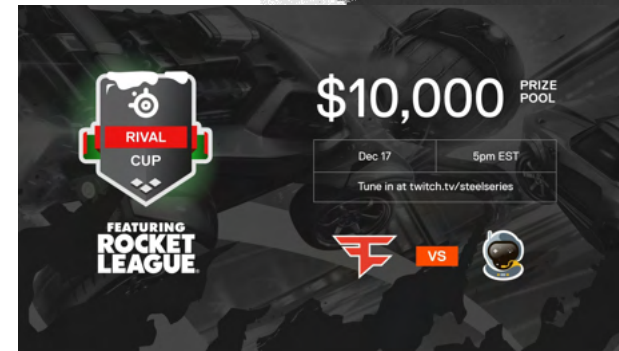
- **Fortnite**
- **Counter Strike Global Offensive (CSGO)**
- **Apex Legends.**
- **Rocket League**
- **Call of Duty**

These events included major esports teams including

- **FaZe Clan**
- **OG**
- **Spacestation**

Sample Statistics for a typical 4-5hr stream

- **1,352 Average Viewers**
- **10,096 Unique Viewers**
- **20,529 Live Views**



BATTLE ARENA MELBOURNE

BAM ([Battle Arena Melbourne](#)) is Australia's largest open entry esports event with a unique competitor attendance over 1,000.

A festival for gamers, it is a video games tournament which encompasses community gathering, national event, and international world tour destination for the likes of Street Fighter, Tekken, Smash Bros games.

BAM hosts cultural fun activity such as artist alley, indie games showcase, cosplay and exhibitor zones. Part of the Fighting Game Community leading series, CouchWarriors League, and coproduced with CouchWarriors.

Attracting spectators and casual players alongside top competitors, BAM is viewed via live stream by the global fighting game community (FGC).

Watch the [BAM12 Wrap trailer](#)

BAM/CouchWarriors League Partnerships: <http://bit.ly/CWLeaguePartner>

- *BAM 11 (2019) had 1,020 FGC competitors and 4,400 total foot traffic*
- *BAM 12 (2022) the first major post COVID esports event in Australia, broke records even while World Tours were delayed with 1,045 competitors.*

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

BAM



TEKKEN
WORLD TOUR

SOULCALIBUR
VI
WORLD TOUR
2020

CAPCOM
Pro Tour

ARC
WORLD TOUR

DRAGONBALL
FIGHTER Z
WORLD TOUR
2019/2020

COUCHWARRIORS LEAGUE

CouchWarriors is the major organising group for the Australian fighting game esports scene. Hosts ranking tournaments and social gatherings under the banner of CouchWarriors League

Here players maintain their skills and practice on the road to major events like BAM and CouchWarriors Crossup. The grassroots basis for the scene, operating nationwide.

Info: [CouchWarriors League Website](http://www.couchwarriors.com.au)

The opportunity exists to build strong brand association and loyalty throughout the community. All events are live streamed with Twitch front page promotion. Runs online and live in Melbourne, Brisbane, and Adelaide.

CouchWarriors League Partnerships: <http://bit.ly/CWLeaguePartner>

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 80,000+ monthly viewers.
- Livestream reach up to 25,000 concurrent views during major events



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.

OCE KRUNKER PRO LEAGUE



Unique Viewers:

221,184

AVG Viewers:

5000+

Live Views:

582,550

Amount of Content:

20+ hrs



PICKLEBET KRUNKER LEAGUE





PICKLEBET KRUNKER LEAGUE





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contact@eventsengine.com.au

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