



SPONSORSHIP TIERS (ONE-PAGER)

Five tiers. Contractually scarce.

Six days of games, esports, and culture at **Mayadeen Venue, Riyadh — Q4 2027**, 65,000 capacity. Every GGWP sponsorship tier is capped by contract and bundles its ground — never sold separately. Nothing here is a bare logo package: every tier carries named worlds, content rights, and access money alone doesn't buy.

THE TIER ARCHITECTURE — HARD CAPS · GROUND BUNDLED WITH EVERY TIER

T1 — The Sovereign

TITLE PARTNER · ×1 ONLY ·
3 PACKAGES

Title lockup across every stage, screen, pass & broadcast · **Category exclusivity** — all tiers · Paradigm Domain + Paradigm Lounge VVIP · **Dedicated digital campaign** · 30 social posts · Trophy presentation at the Tournament final · **The Ultimate Award** — 3-minute film, live-streamed · Media interview · VIP vehicle fleet logo · First right of refusal, 2028

TT — Tournament Title Partner

THE [BRAND] GGWP
CHAMPIONSHIP · ×1 ONLY

Tournament naming — the championship carries your name · Trophy presentation · Broadcast billing · Arena presence · **Tournament digital campaign** · 20 social posts · Closing ceremony mention · Media interview · VVIP access

T2 — The Apex

FOUNDATIONAL · TELECOM /
BANKING · ×4 ONLY

Sector exclusivity within telecom or banking · Your own named sub-world — **[Your Brand] Retro Vault**, 200 sqm · Main stage rotational billing · VVIP lounge access · **Shared digital campaign** · 15 social posts · Closing ceremony mention · Media interview

T3 — The Immortal

STRATEGIC · CREATOR ROW ·
×8 ONLY

[Your Brand] Creator Row — 300 sqm of sound-isolated glass streaming pods, live all six days · Creator pool access, Vanguard Lounge · Streaming Row billing on every feed · 10 social posts · Closing ceremony mention

T4 — The Vanguard

ACTIVATION PARTNER

One signature takeover — The Couch · Self Roast Comedy Club · Real Souq Trail Food · Loot Market Pop-Up · Cosplay Citadel · Vanguard spine footprint included · Activation staffing support · 6 social posts

T5 — The Kinetic

EXPO PARTNER

Expo Heart presence — branded position inside the 2,100 sqm commercial center · Product demo rights + wristband-tap lead capture · 4 social posts · Priority upgrade window, 2028

CONTACT US TO VIEW THE FULL DECK

EVERY SPONSOR AWARDED ON THE OPENING CEREMONY · PRICING SHARED PRIVATELY, ON REQUEST
EARLY-SIGNING PROGRAM ON FIRST CONTRACTS



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