



**PLAYVIG™**

The World's  
Fastest Growing  
Esports Platform



# Changing the Game

## INNOVATING THE ULTIMATE IN DIGITAL ENGAGEMENT

PlayVIG is at the center of an esports revolution where competition is king and brand engagement is the currency of the realm – and we're delivering 30,000,000 opportunities to reach and reward competitive gaming enthusiasts every month!

**30,000,000**

MONTHLY ENGAGEMENTS

**10,000,000**

GAME EVENTS

**22,000,000**

MINUTES ON APP

**\$400,000**

AWARDED IN CASH & PRIZES

**11**

SESSIONS PER USER

**39**

MINUTES PER SESSION



## GAMERS ARE YOUNG, AFFLUENT, AND LOYAL

### YOUNG

75% of U.S. esports fans are between 18-35 years of age

### AFFLUENT

43% have a household income of +\$75,000

### LOYAL

58% have a positive attitude toward brands involved in Esports

# 2018 Event Calendar



**DIGITAL/BRAND AFFINITY**  
PlayVIG Quest Series

**INFLUENCER/REACH**  
Partner Tempo Storm

**DIGITAL/BRAND AFFINITY**  
PlayVIG Leaderboard Series

**INFLUENCER/ENGAGEMENT**  
Partner F2k Shadow

**LIVE EVENT/COMMUNITY**  
Vegas Live Stream

**DIGITAL/BRAND AFFINITY**  
Sponsored By Ak Racing



**DIGITAL/ENGAGEMENT**  
Ad Close: 07/01/18  
Start Date: 07/15/18

**LIVE EVENT/ EXPERIENTIAL**  
Partners: Esports Arena,  
Aria Esports Studio,  
Downtown Grand  
Ad Close: 08/01/18  
Start Date: 08/17/18

**INFLUENCER/ENGAGEMENT**  
Ad Close: 10/01/18  
Start Date: 10/15/18

**DIGITAL/ENGAGEMENT**  
Ad Close: 11/01/18  
Start Date: 11/15/18

**LOYALTY/ENGAGEMENT**  
Ad Close: 12/01/18  
Start Date: 12/15/18



**PARTNER RAFFLES**

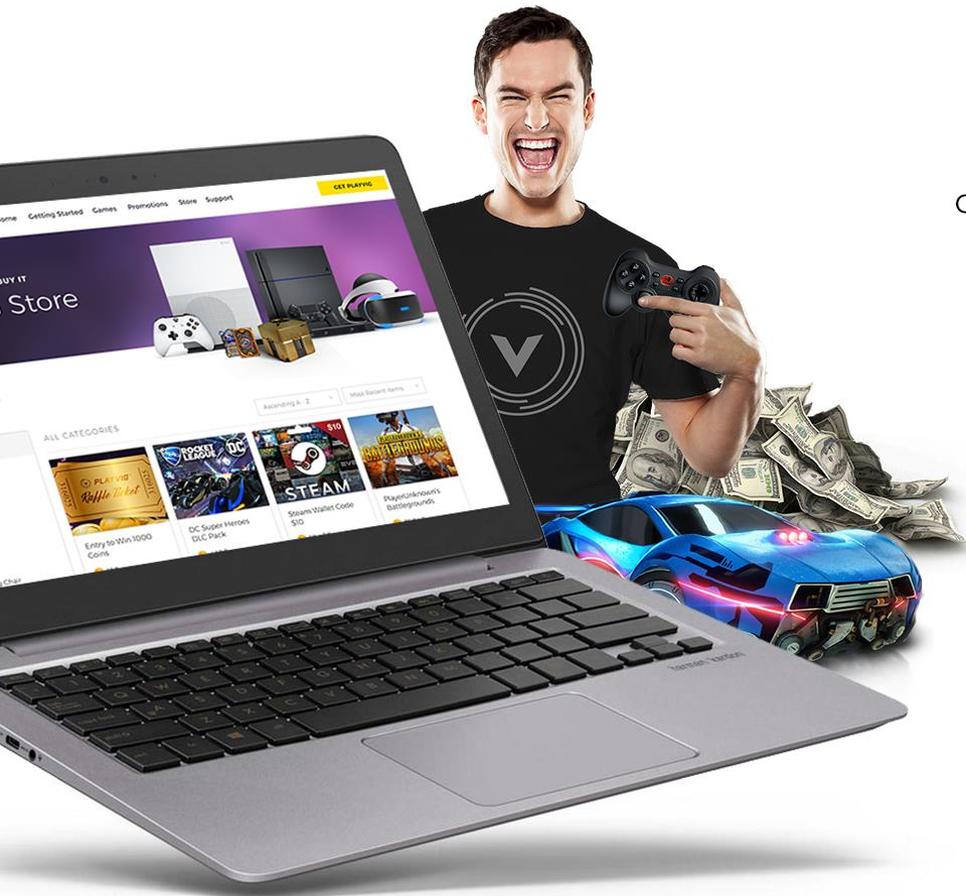
**PRODUCT PLACEMENT/  
DIRECT SALES + BRAND BUILDING**  
Sponsorships Available



**WEEKLY EVENTS & SPONSORSHIPS**

**DIGITAL /REACH + FREQUENCY**  
Sponsorships Available

# Custom Marketing Solutions



PlayVIG's multi-channel footprint provides custom solutions to reach and engage with our passionate network of loyal gamers and influencers any time, anywhere!

**EMAIL BLASTS**

**EXPERIENTIAL**

**PROMO PAGES**

**SOCIAL MEDIA**

**QUEST SPONSORSHIP**

**PRESS**

**LIVE EVENTS**

**CUSTOM LEADERBOARDS**

**PREMIUM VIDEO**

**SWEEPSTAKES**

**INFLUENCER STREAMS**

**DIRECT SALES**

# Demographic Profile

## SEX

Women	5%
Men	95%

## AGE

13-17	25%
18-44	74%
45+	1%

## COUNTRY

United States	30%
Germany	10%
United Kingdom	8%
Brazil	8%
Canada	6%
Other/Non-Disclosed	38%



# Rate Card

IN APP	DIMENSION	COST	3X/5%	5X/10%	10X/20%
Log In Hero Banner	640x429	\$15	\$14.25	\$13.50	\$12.00
Log In Small Banner	315x243	\$12	\$11.40	\$10.80	\$9.60
Lobby Event Tracker	424x60	\$10	\$9.50	\$9	\$8
Quest Icon	10x10	\$8	\$7.60	\$7.20	\$6.40
Quest In-Play	400x60	\$8	\$7.60	\$7.20	\$6.40
Premium Video	1,982,888	\$70	\$66.50	\$63	\$56
Video Player Banner	300x250	\$12	\$11.40	\$10.80	\$9.60
Result Pending Banner	600x200	\$15	\$14.25	\$13.50	\$12.00
Landing Page Hero Banner	1800x400	\$20	\$19	\$18	\$16
Store Feature Banner	1800x400	\$20	\$19	\$18	\$16
Influencer Content	N/A	\$20	\$19	\$18	\$16
Social Media	N/A	\$20	\$19	\$18	\$16



**RATE BASE 1,000/MIN 1,000,000**



# Branding Placements: App

1

## 640x429 Hero Banner

Sign up /login screen offering maximum exposure to new and returning users

3

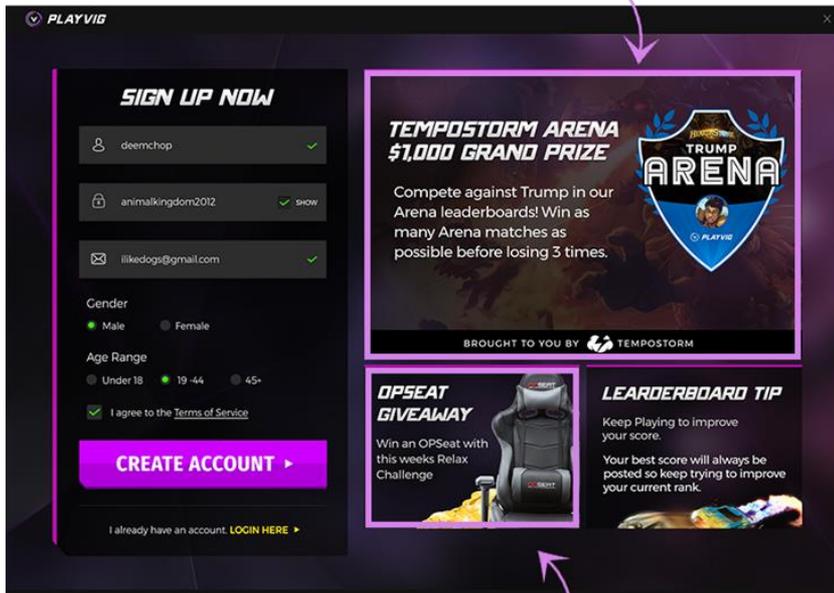
## 424x60 Event Tracker

The top of each games page is an event reminder tracking your progress

4

## Branded Quest

Fully branded Quest for all gamers to see



2

## 315x243 Sub Banner

Secondary banner on sign up/login



5

## Branded Quest Overview

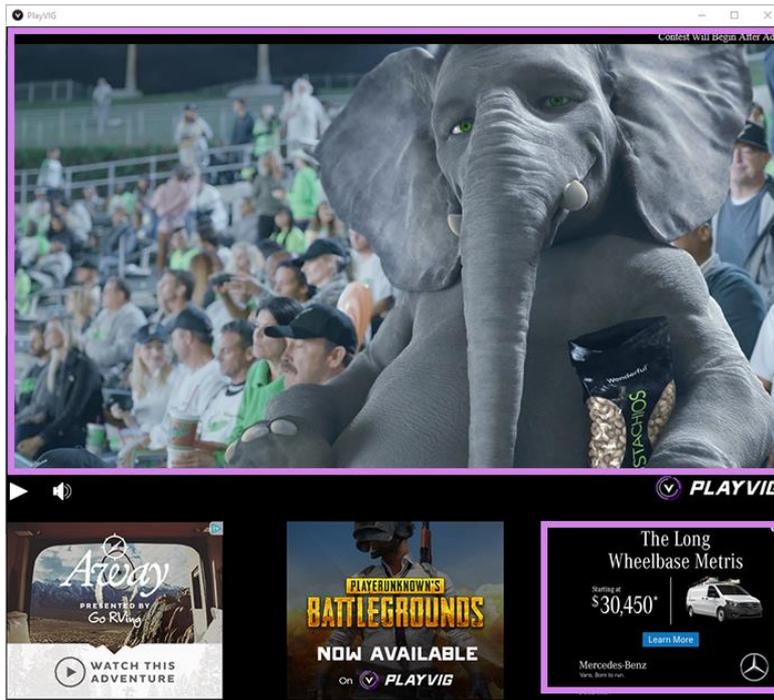
Tagging the event overview with sponsor branding

# Branding Placements: App

6

## Pre-Game Video

Ad player take over for each game that is played



7

## 300x250 Banner Ad

Banner placement on the ad screen

8

## Pending Results Branding

Overview takeover promoting the event after each game played



# Branding Placements: Web

1

## Dedicated Landing Page

Marketing landing page has all necessary information and acts as promotional tool to sign up new users

The image shows two screenshots of the PlayVIG website. The left screenshot is a landing page for the 'March to Millions' promotion, featuring a purple header with 'PROMOTIONS • LEADERBOARD' and 'March to Millions'. Below the header, there are sections for 'How to Play', 'Rules', and 'Qualifying Period'. The right screenshot is the 'PlayVIG Store' page, which has a dark purple header with 'YOU EARNED IT, NOW BUY IT' and 'PlayVIG Store'. Below the header, there is an 'ACCOUNT BALANCE' section showing 140,212 coins, and a grid of game categories including Consoles, DLC, Fortnite, Games, Gaming Chair, League of Legends, PUBG, Staffs, Rocket League, and Steam Wallet Codes. Each category has a corresponding game icon and price.

2

## Store Masthead Takeover

Store takeover interacting with users making purchases

3

## Full Social Takeover

All social channels will have dedicated posting schedules for any information on promotions

The image shows three social media posts from PlayVIG. The top post is on Instagram, featuring a purple header with 'WE NOW SUPPORT' and 'FORTNITE'. Below the header, there are images of game covers for 'HEARTHSTONE', 'OVERWATCH', and 'DUNGEON RUN'. The middle post is on Facebook, featuring a purple header with 'WE NOW SUPPORT' and 'FORTNITE'. Below the header, there are images of game covers for 'HEARTHSTONE', 'OVERWATCH', and 'DUNGEON RUN'. The bottom post is on Twitter, featuring a purple header with 'WE NOW SUPPORT' and 'FORTNITE'. Below the header, there are images of game covers for 'HEARTHSTONE', 'OVERWATCH', and 'DUNGEON RUN'. The posts include text about game modes and user engagement, along with social media icons for Instagram, Facebook, and Twitter.

# LET'S TALK

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