



NavyMWR.org/esports

Twitch.tv/NavyMWR



Worldwide Online Tournaments

2023

No Navy endorsement implied.



Opportunities across Navy installations worldwide

Tournaments showcase our Sailors' talents and provide a morale-boosting event.





Navy MWR Esports

Tournaments are
WORLDWIDE and
provide opportunities that
combine our Sailors' love of
competition with an exciting
on-site activity.





Navy MWR Esports Sample Collaterals

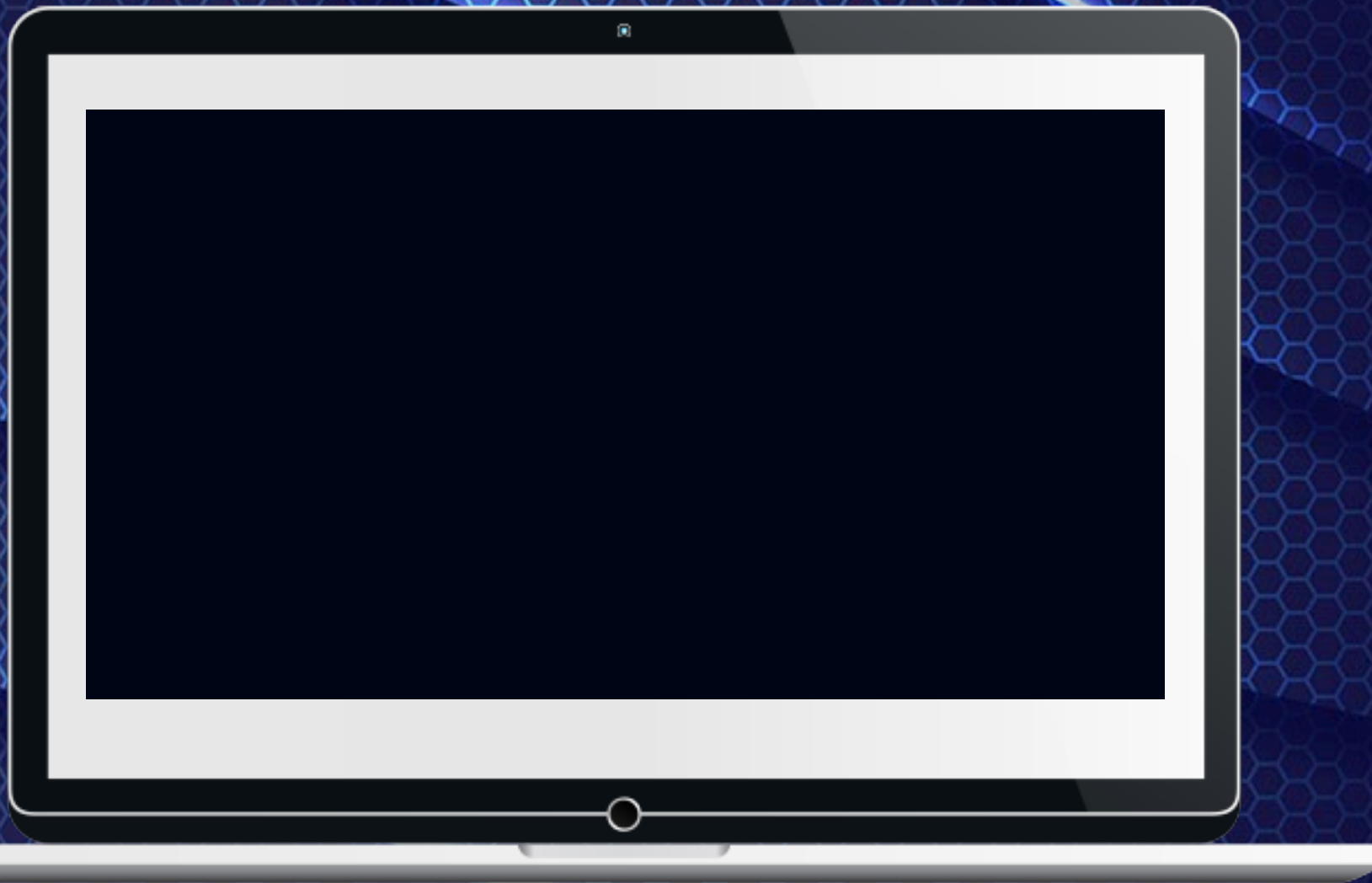




Navy MWR Esports Collaterals

PLAY VIDEO:

Move your mouse
over the screen and
hit the play arrow.



Navy MWR Esports Highlights



SlayerOne Yesterday at 8:47 PM
thanks again for putting this on!
most fun ive had since covid started



wumbo__o Yesterday at 8:47 PM



nshayaun: this is a fantastic first stream, good job

@NavyMWR

macisOp: thanks all. had a good time
watching this for the first time. keep it up



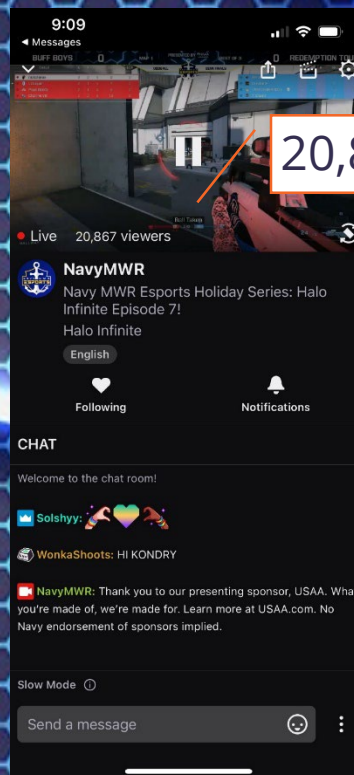
Chat on Videos

1:20 **NavyMWR**: Navy MWR is hosting 8 tournaments over the next few weeks, starting with some exciting Apex Legends action, sponsored by USAA. Prizes for tonight's tournament are provided by Xbox. Members the first-place team each will receive an Xbox Series X - the fastest, most powerful Xbox ever! No Navy endorsement of sponsors implied. For complete details on the Navy MWR Esports Program and to register for future tournaments, visit navymwr.org/esports"

9:57 **NavyMWR**: Welcome to the Navy MWR Esports Summer Series, presented by USAA, and brought to you by the Navy's Morale, Welfare and Recreation Program at Commander, Navy Installations Command.

19:32 **NavyMWR**: USAA is the presenting sponsor of this Navy MWR Esports tournament. Protect your gear with a Renters Insurance Policy at USAA.com/Renters. No Navy endorsement implied.

39:16 **NavyMWR**: Prizes for tonight's tournament are provided by Xbox. Members the first-place team each will receive an Xbox Series X - the fastest, most powerful Xbox ever! Play more, wait less with the Xbox Series X| Experience next-gen speed and performance with



Apex Legends • 500,603 views



Tournament Analytics



NUMBER OF
TOURNAMENTS

64



TOURNAMENT
PARTICIPANTS

3,999



CHAT
INTERACTIONS

8,970



SOCIAL MEDIA
REACH



1,354,218



MINUTES WATCHED

44,278,333



LIVE VIEWS

10,704,929



MAX CONCURRENT
VIEWERS

43,456



TIME
STREAMED

**213Hrs,
12Mins**



Navy MWR Esports

Online-only competitions

Exclusive to Navy MWR military community

Each event in the gaming series will be unique.

Prizes will be awarded to top-placing players/teams at each tournament.

Events will feature a variety of video game titles.

2023/2024 Proposed Schedule:

U.S. Navy MWR Summer Series (6 weeks, 10 tournaments)

U.S. Navy MWR Winter Series (6 weeks, 10 tournaments)

Armed Forces Championship (Fall 2023)





Navy MWR Esports

Navy MWR will provide multiple **ENGAGEMENT OPPORTUNITIES** for participating Navy MWR ESPORTS partners to reach the Navy community.

A' LA CARTE SPONSORSHIPS ADD-ONS FOR ANY TOURNAMENT BROADCAST

- **Custom Content Single – \$20K**
- **Custom Content Series – \$15K each for series**
 - Create a unique brand specific content series that will be used on the tournament broadcasts and available for social media
 - Up to one 60-120 second custom content piece per tournament broadcast
 - OS Studios will concept, provide creative, and produce the full series
 - Example: **Overwatch League Coca-Cola Community Series** (produced by OS)
- **Apparel logo sponsorship – \$25K (minimum 100 units)**
 - Apparel options: Prizing Jersey, Caster/Host Jersey, Hoodies for hosts
 - Navy/OS will handle design, logistics, and other considerations with approval of partner
 - Additional Option – all participant apparel item \$50K (minimum 1,000 units)
- **Highlight Package – \$10K for one, \$7K each for series**
 - Branded highlight package of the tournament created for use on broadcast and social media
 - Will be produced by OS
 - Example: **AT&T Annihilator Cup Highlights** (full tournament & all content produced by OS)
- **Finalist/Prize Sponsor Package – \$15K**
 - In-kind goods accepted (Minimum of \$5k cash to cover costs of shipping & administration)





“It was an amazing experience very fun to play with other Sailors in a competitive game! I hope to see more tournaments like this! Thank you for the opportunity of letting us play!”

-Spartacus172

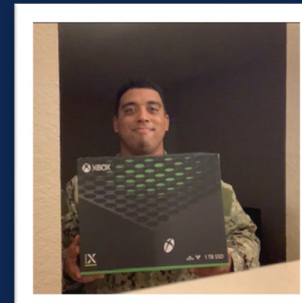


“Thank you so much for hosting these Esports events! Words cannot describe how much excitement these events brought to my team and I. They boosted our morale, especially with all that is currently going on in the world.

MWR does such an amazing job hosting these tournaments and I have played in all of the tournaments hosted so far. Its exciting to see how each tournament gets more and more participation.

Thanks again to MWR for all they do and I can’t wait for the next one”!

- Team Slappage Package



“I didn’t have a team. I did enjoy playing with other players across the world. This was my first tourney ever. Thank you!”

- P. Allen

“Thank you so much for the opportunity to play and compete in the tournament! We had a blast and are excited to do it again when we can!”

- MM1 Crosswhite

“I did receive the prize and enjoyed the tournament. Especially how easy the sign up process and instructions where 🙌 Thank you so much!”

- B. Uriarte



GET IN TOUCH

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Social Media



No Navy endorsement implied.