



HUE 2020

SPONSORSHIP OVERVIEW

The biggest tournament in collegiate esports is back and bigger than ever. This year HUE is going virtual and partnering with international esports organization, InvenGlobal for their 2020 Academia Esports Summit (IGEAS). Sponsors of this year's event have the opportunity to sponsor one or both events, reaching esports audiences from all over the world, across all areas of the industry.

BENEFITS OF SPONSORSHIP INCLUDE

- × Access to over 4 days of esports content, including panels, networking opportunities, and the best collegiate players in North America and their fanbases
- × Prominent placement of your brand throughout the event
- × Exposure to influencers and leaders shaping the rapidly-growing collegiate esports industry
- × Limited exclusive opportunities available!



2019 HUE STATISTICS

Over 100K live views during the Overwatch and League of Legends Final

64 teams and over 30 universities from across the US

Global reach

300K+ Twitter impressions



FOR SPONSORSHIP INQUIRIES

Contact Chad Smeltz | csmeltz@harrisburgu.com



SPONSORSHIP OPPORTUNITIES

LEVEL	INCLUSIONS	INVESTMENT
PLATINUM (2 Available)	<ul style="list-style-type: none">× Exclusive Presenting Sponsor of Championship Team Interview (League of Legends or Overwatch)× Prominent logo placement on HUE website× Commercial aired during livestream× Logo on analyst desk× Logo on sponsor banner during livestream× Unlimited access to IGEAS× Virtual Booth at IGEAS	\$25,000
GOLD	<ul style="list-style-type: none">× Sponsor of Semi-Final Winning Team Interviews (League of Legends or Overwatch)× Prominent logo placement on HUE website× Commercial aired during livestream× Logo on analyst desk× Logo on sponsor banner during livestream× Unlimited access to IGEAS× Virtual Booth at IGEAS	\$15,000
SILVER	<ul style="list-style-type: none">× Prominent logo placement on HUE website× Commercial aired during livestream× Logo on analyst desk× Logo on sponsor banner during livestream× 10 Passes to IGEAS	\$7,500
SUPPORTER	<ul style="list-style-type: none">× Logo on HUE website× Logo on sponsor banner during livestream× 10 Passes to IGEAS	\$2,500