NINER ESPORTS SPONSORSHIP PROPOSAL

UNC CHARLOTTE'S STUDENT-RUN ESPORTS & GAMING ORGANIZATION

WHAT IS NINER ESPORTS?

UNC CHARLOTTE'S AWARD-WINNING ESPORTS AND GAMING ORGANIZATION, BUILDING COMMUNITY SINCE 2015.

Competitive Esports

Niner Esports fields 20 competitive teams and 134 rostered players across 12 game titles, competing in 10+ collegiate leagues including NECC, CVAL, SEL, CLR, CCL, College Deadlock, eNASCAR, and more. Our players try out each semester and represent UNC Charlotte on a live broadcast stage. Titles include Valorant, Counter-Strike, Rocket League, League of Legends, Overwatch, Marvel Rivals, Rainbow Six, Deadlock, iRacing, Super Smash Bros. and more.

Award-Winning

Niner Esports has been nationally recognized for excellence in collegiate esports. We were named Scholars Club of the Year at the 2023 Esports Awards and EsportsU Club of the Year in 2023, and were a finalist for Collegiate Esports Program of the Year at the 2022 Esports Awards. These honors reflect our ongoing commitment to competition, community, student leadership, and building an inclusive space for UNC Charlotte's gaming community.

Community Events

Beyond competition, Niner Esports is one of the most active student organizations on campus. We host Union LAN Parties that regularly draw 300+ attendees, NinerCon (our student-run gaming, anime, and cosplay convention attracting 500+ people), twice-monthly Arena Takeovers, rhythm game nights, watch parties and casual gaming sessions throughout every semester. Our events bring together students who might never cross paths otherwise.

Student-Run, University-Backed

Niner Esports is the student organization branch of UNC Charlotte's esports community, working in close partnership with Charlotte Esports, the university's official varsity esports program. Together we share the UNC Charlotte Esports Arena, co-host events, collaborate on broadcasts, and build a pipeline from casual players into competitive athletes. This partnership creates pathways for students at every level of competitive gaming.

NINER ESPORTS AT A GLANCE

28,000+
MONTHLY INSTAGRAM VIEWS

3,000+
MEMBERS IN OUR DISCORD COMMUNITIES

55%
REACH FROM NEW AUDIENCES

500+
NINERCON ATTENDEES

4+
LARGE-SCALE EVENTS PRODUCED PER YEAR

300+
UNION LAN PARTY ATTENDEES

162
ROSTERED PLAYERS

25
COMPETITIVE TEAMS ACROSS 12 GAMES

SINCE 2015
(10+ YEARS)

EVENT OVERVIEW & PROGRAMMING

WHAT WE DO EVERY SEMESTER, EVERY YEAR.

COMPETITIVE ESPORTS SEASON

20 TEAMS, 134 ROSTERED PLAYERS, 12 GAME TITLES, AND MORE THAN 10 COLLEGIATE LEAGUES.

ARENA TAKEOVERS

YEAR-ROUND EVENTS AT THE CHARLOTTE ESPORTS ARENA THAT SPOTLIGHT A SINGLE GAME WITH TOURNAMENTS AND THEMED ACTIVITIES.

ESPORTS ARENA & LIVE BROADCASTS

IN PARTNERSHIP WITH CHARLOTTE ESPORTS, MATCHES ARE SIMULCAST TO TWITCH AND YOUTUBE WITH ROOM FOR SPONSOR OVERLAYS AND BRANDED CONTENT.

RHYTHM GAME NIGHTS & COMMUNITY EVENTS

CASUAL PROGRAMMING INCLUDING RHYTHM GAME SESSIONS, TOURNAMENT WATCH PARTIES FOR MAJOR BROADCASTS.

NINERCON

OUR STUDENT-RUN GAMING, ANIME, AND COSPLAY CONVENTION, RETURNING FEBRUARY 20, 2027 WITH 500± ATTENDEES (FULL BREAKDOWN ON THE NEXT PAGE.)

UNION LAN PARTIES

OUR SEMESTERLY FLAGSHIP EVENTS DRAW 300± ATTENDEES TO THE POPP MARTIN STUDENT UNION FOR A FULL DAY OF OPEN PLAY, CASUAL TOURNAMENTS, FOOD, AND COMMUNITY.

SIGNATURE EVENT: NINERCON 2027

ALL-DAY CONVENTION IN THE POPP MARTIN STUDENT UNION ON FEBRUARY 20, 2027, DRAWING OVER 500 STUDENTS, ALUMNI, AND REGIONAL GAMING FANS.

TOURNAMENTS ACROSS PC AND CONSOLE TITLES (VALORANT, SUPER SMASH BROS., AND MORE) RUNNING THROUGHOUT THE DAY ON THE MAIN STAGE WITH LIVE CASTING AND PRIZES.

ARTIST ALLEY FEATURING STUDENT ARTISTS, LOCAL CREATORS, VENDORS, AND SMALL BUSINESSES SELLING PRINTS, STICKERS, KEYCHAINS, AND MERCHANDISE.

COSPLAY PROGRAMMING INCLUDING COMMUNITY MEETUPS, PHOTO SESSIONS, AND A HEADLINE COSPLAY CONTEST WITH JUDGED CATEGORIES AND PRIZES.

STUDENT-LED PANELS, GUEST SPEAKER SESSIONS, AND WORKSHOPS ON GAME DEVELOPMENT, COSPLAY CRAFTING, STREAMING, AND COMMUNITY BUILDING.

DEDICATED ZONES FOR TABLETOP RPGS, BOARD GAMES, AND CASUAL CONSOLE FREE PLAY. DROP-IN FRIENDLY WITH DEMO TABLES AND OPEN SETUPS.

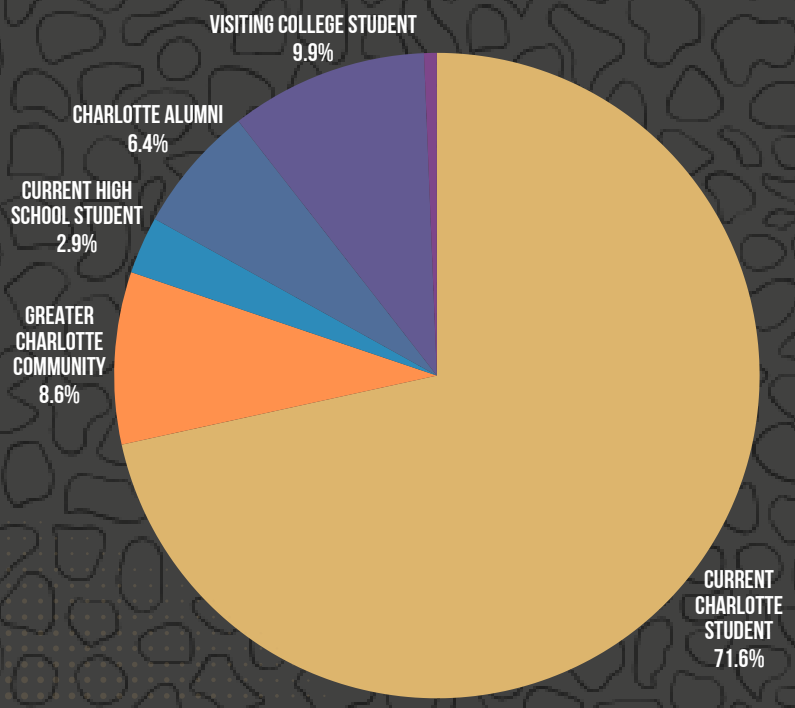
WHO ATTENDS NINER ESPORTS EVENTS?

REACH EXTENDS BEYOND CAMPUS TO REGIONAL COLLEGE STUDENTS, YOUNG PROFESSIONALS, HIGH SCHOOL PROSPECTS, AND THE CHARLOTTE GAMING COMMUNITY.

71.6%
of surveyed attendees are current UNC Charlotte students

27.8%
are visiting college students, alumni, high school students, and local community members

AUDIENCE BREAKDOWN



EVENT SURVEY, FEB. 2026 NINERCON (314 RESPONDENTS)

DIRECT ACCESS TO A CONCENTRATED AUDIENCE OF UNC CHARLOTTE STUDENTS PLUS REGIONAL FANS AND COMMUNITY MEMBERS.

HOW STUDENTS HEAR ABOUT US

OUR NINERCON SURVEY SHOWS HOW STUDENTS DISCOVER OUR EVENTS:

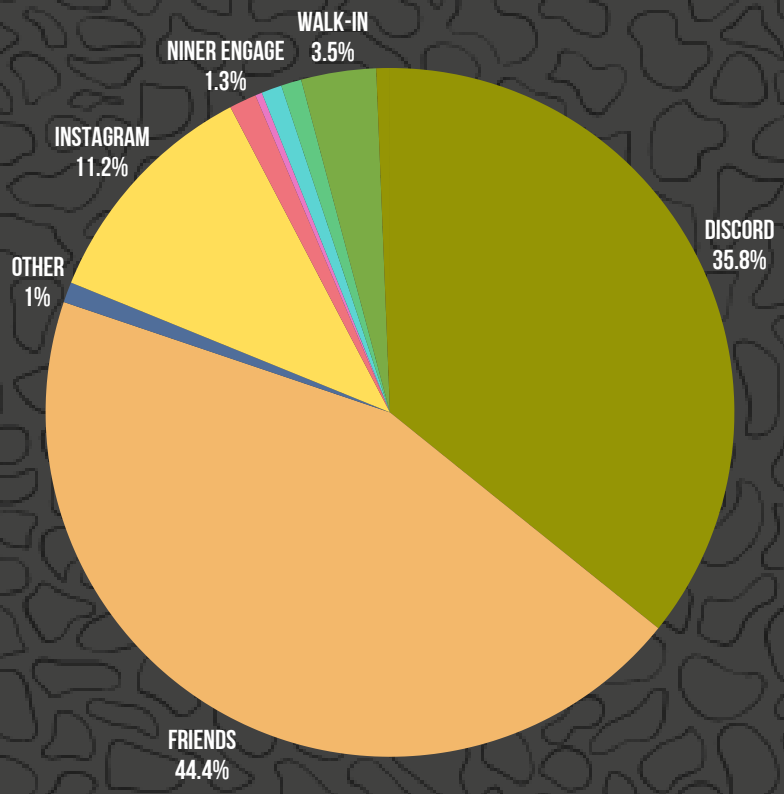
35.8%
via the Niner Esports Discord

44.4%
through friends / word-of-mouth

5.8%
from campus signage and walk-ins

12.2%
via social media and other channels

HOW ATTENDEES HEARD ABOUT THE EVENT



EVENT SURVEY, FEB. 2026 NINERCON (314 RESPONDENTS)

WHY SPONSOR NINER ESPORTS?

Direct Student Reach

Reach 3,000+ Discord members and 1,500+ social followers who actively opt in to gaming and campus culture. Our Instagram content reaches 6,000+ accounts monthly with 55% coming from new audiences, meaning sponsor logos travel beyond our existing community.

High-Value Talent Pipeline

Our 130+ rostered players and broader community include students in computer science, graphic design, film, esports management, marketing, and business actively seeking internships and full-time roles. Put your brand in front of a pre-qualified candidate pool before they start their job search.

Year-Round Brand Visibility

Twelve months of presence, not a one-night mention. Your logo appears on physical signage at 6+ major events annually, stream overlays during NECC broadcasts, sponsor posts across Discord and social platforms, and a dedicated sponsor section on nineresports.org.

Authentic Community Integration

We co-design activations that feel native to our community, not bolted on. Run a branded tournament, host a careers panel, sample product at a LAN, or sponsor a prize pool. We help shape the activation so it lands with students as part of the experience, not as a paid interruption.

Flagship Event Spotlights

NinerCon (500+ attendees) and our Union LAN Parties (300+ per event) are your biggest activation stages. These events draw students, alumni, high schoolers, and the wider Charlotte gaming community, extending your reach beyond just UNC Charlotte.

Category Exclusivity Available

At the Presenting tier, own your category for the full academic year. Lock out competitors in your industry and become the default choice for 3,000+ engaged students.

SPONSORSHIP OPPORTUNITIES

Community

$250+

(or in-kind)

- Logo on sponsor section of nineresports.org
- Group thank-you posts on Discord and Instagram (quarterly)
- Option to contribute swag or items to prize pools
- Name mentioned during event stream thank-yous
- Right to display 'Proud Supporter of Niner Esports' designation in your own marketing and at your physical location

Silver Sponsor

$750+

(or in-kind)

- **Includes all Community Partner benefits**
- Individual logo on event signage at all Niner Esports events
- 1 dedicated Discord announcements per year
- Logo on stream overlays during competitive/event broadcasts
- Standard table at ONE signature event (one Union LAN Party or NinerCon)
- Option to include items or QR codes in any prize pool
- Logo on event programs and digital schedules

Gold Sponsor

$1,500+

(or in-kind)

- **Includes all Community & Silver benefits**
- Logo on primary promotional flyers and key digital posts
- 1 dedicated Instagram posts per year (once per semester plus NinerCon)
- 2 dedicated Discord announcements per year
- Tabling at BOTH Union LAN Parties AND NinerCon
- Preferred booth location at all tabling events
- Sponsor-led panel or mini-activity slot at one major event
- Sleeve patch logo on competitive team jerseys (3 Gold slots available)
- Naming rights for one mini-event
  - e.g. Full Combo Mini LAN presented by [Brand], Charlotte Showdown presented by [Brand], or [Brand] Rivals of Aether Tournament

WE'RE HAPPY TO CUSTOMIZE A PACKAGE THAT FITS YOUR BRAND'S GOALS.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

$3,000+

Only 1 available per academic year. For major brands seeking maximum visibility and category ownership.

- **Includes all Community, Silver, & Gold benefits**
- Category exclusivity for the full academic year
- Event naming rights on a flagship event
  - e.g. “NinerCon presented by [Brand]" or "[Brand] Union LAN Party”
- Chest logo on all competitive team jerseys (exclusive to Presenting)
- Naming rights on up to 2 mini-events per year (additional to flagship)
- Branded transition graphics during broadcasts
- Premier booth footprint at all events
- Custom-designed activation at NinerCon (booth, lounge, photo op, etc.)
- Featured mention as Presenting Partner in every stream, on-stage thank-you, and external communication
- 2 dedicated Instagram posts per year (roughly monthly during semesters)
- First right of refusal on next year's Presenting tier

A-la-Carte Add-Ons

For any sponsor wanting more, or non-tier brands buying single activations:

$300
Additional mini-event naming rights per event
(Full Combo Mini LAN, Charlotte Showdown, Rivals of Aether tournament, side events at LANs, Friday night game nights, niche mini-tournaments)

$1,000 TO $2,500
Custom activation design at NinerCon (booth, lounge, photo op)

$500
Exclusive prize pool provider at one signature event

$300
Sponsored content series
(3 Instagram posts over 1 month)

$200
Dedicated stream segment sponsorship or Sponsored highlight reel (posted to YouTube and social)

$500 PER YEAR
Additional jersey sleeve patch (beyond Gold slots)

EXAMPLE SPONSOR ACTIVITIES

Branded Tournaments

Name a tournament after your brand and appear on brackets, overlays, and winner graphics throughout the event.

Photo Ops & Interactive Activations

Co-brand a themed photo backdrop, interactive wall, or signature activation at LANs and NinerCon where attendees engage, take photos, and tag your brand on social media.

Booth & Demo Station

Host a table or booth in a high-traffic area to showcase products, run demos, sample products, and talk directly with attendees.

Panels & Career Talks

Lead a panel or Q&A about careers, industry trends, or tech, positioning your brand as a trusted expert for students.

LET'S BUILD NINER ESPORTS TOGETHER.

WE'RE ALSO LOOKING FOR SUPPORT WITH:

- Event production & AV
- Tournament prize pools and giveaways
- Year-round community events and programming

ANSHUMAN PANDE
PRESIDENT
919-446-7687
APANDE14@CHARLOTTE.EDU

MARESKA CHETTIA
HR DIRECTOR
610-235-7143
MCHETTIA@CHARLOTTE.EDU

NINERESPORTS.ORG | @NINERESPORTS ON INSTAGRAM | DISCORD.GG/26DM7JHXFB

MADE BY ANSHUMAN PANDEY