



The **WORLD** of
unique Gamers

CHARITY SOCIAL PROJECT

«WORLD OF UNIQUE GAMERS»

2020





We were almost the first in the world to recognize eSports as an official sport. We came to the conclusion that all the components of sport are present: preparation of athletes, conditions of competition, unified rules. Many federations are now competing to recognize e-sports disciplines within their structures.

E-sports is turning into an industry with colossal prospects. Our global goal is to make e-sports a part of the Olympic movement. And not only for athletes, but also for those who organize tournaments and broadcasts. Creates new games, a wide range of professions are involved in all this, new jobs are created.

One of the proposals, I consider the possibility of including the concept of distance competition in the law on physical culture and sports. which will open participation in tournaments for people with disabilities



Pavel Kolobkov

*Minister of Sports of the Russian Federation from
October 19, 2016 to January 15, 2020*



Dmitry Smith

*co-founder and president
of the Russian Computer Sports Federation*



Alexander Prokopyev

State Duma deputy



«Virtual games are already becoming our reality and an entire industry in the economy»



Sergei Sobyenin

Russian statesman and politician,
mayor of Moscow

«Today, eSports along with traditional sports promotes the development of thinking, memory, fine motor skills, helps children with disabilities find new friends and their place in our common world.



Tatyana Batysheva

Director of the Scientific
and Practical Center
for Child Psychoneurology,
Deputy of the Moscow City Duma

Holding such Special Championships helps to create a society of equal opportunities and give an unforgettable experience to all their participants»



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Advantages of eSports:

In eSports, those people for whom the path to regular sports is closed can achieve the highest success.

It is not uncommon for people with disabilities to find their hobby in the field of e-sports and continue to develop in this direction.

eSports world of equal opportunities. In the digital world, we all get new abilities and possibilities. Getting better, stronger, faster. Each of us is a SUPER HERO.



ABOUT CHAMPIONSHIP



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Mission of the project: to convey to every child with special needs that in the 21st century the possibilities are endless, and he can live a bright, rich and fulfilling life. Taking an active part in all spheres of life of modern society.

Goals and objectives of the project:

1. Assistance in the creation of a society of equal opportunities:
2. Development and promotion of the "Special cyber movement" in Ross:
3. Popularization of cybersport among people with disabilities:
4. Helping children with disabilities find a new form of leisure, "escape from".
5. Involvement of federal and municipal structures. public organizations to the problems of people with disabilities:
6. Carrying out sports events and cultural and educational work for children with disabilities:
7. Assisting organizations involved in the rehabilitation of special children in adaptation to life and integration in society with the help of digital technologies.



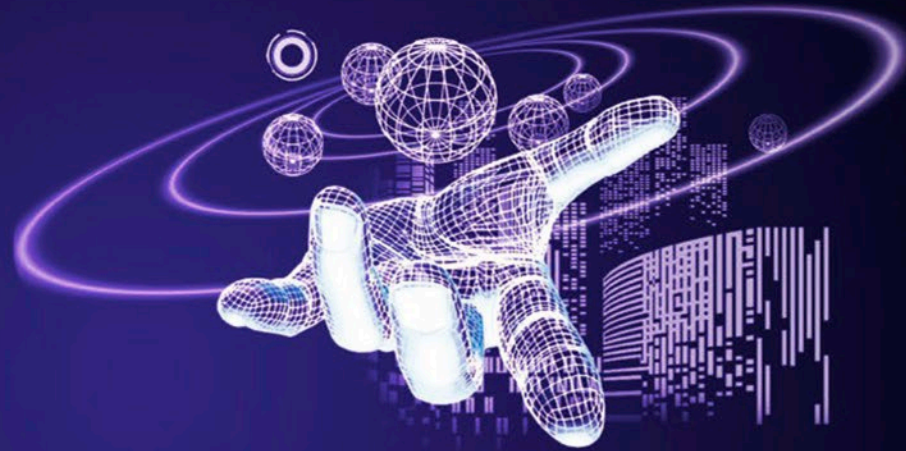
GOALS AND OBJECTIVES OF THE PROJECT



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Championship games:

1. DOTA2 (12+)
2. FIFA20 (6+)
3. Project CARS 3 (6+)
4. ROTOR RUSH (6+)
5. CS:GO (18+)



Registration:

Registration takes place at the official Championship website wugamers.ru

Championship Regulations:

Regulations for the Championship on the official website wugamers.ru

CHAMPIONSHIP GAMES



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Championship program:

- Pres-conference, grand opening;
- Championship in computer games among children with disabilities in the directions: Strategies, logical, racing, sports;
- Competition for the best drawing among children with disabilities on a computer;
- Concert and entertainment program with the participation of Russian stars;
- Show matches (children with disabilities and professional players);
- Conducting master classes for children, contests and games;
- Awarding winners and awarding prizes to all participants of the championship;
- Buffet for participants.

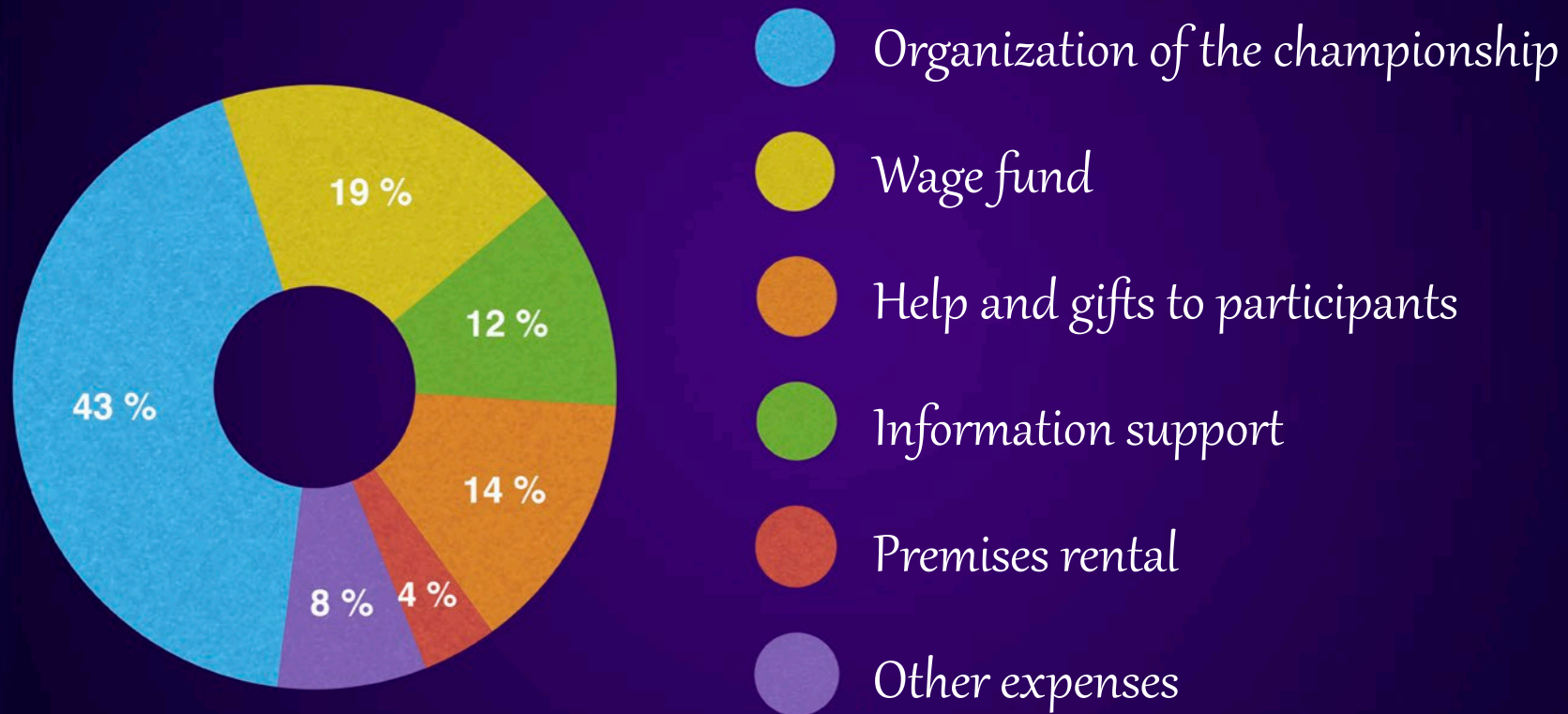


CHAMPIONSHIP PROGRAM



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Financial costs for the implementation of the project (average values)



FINANCIAL EXPENSES



On June 24, 2018, in Moscow, the World of Unique Gamers team organized and held the First City Cybersport Championship for Children with Disabilities. Who carried an important social and charitable mission, combining the popular direction of the global industry of e-sports and leisure of children and adolescents with disabilities who are forced to lead a "closed" lifestyle, often spending a large amount of time at the computer.



CHAMPIONSHIP 2018



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Правительство
Москвы



РОССИЙСКИЙ
СОЮЗ
БОЕВЫХ
ИСКУССТВ

SIEMENS
energy

kaspersky

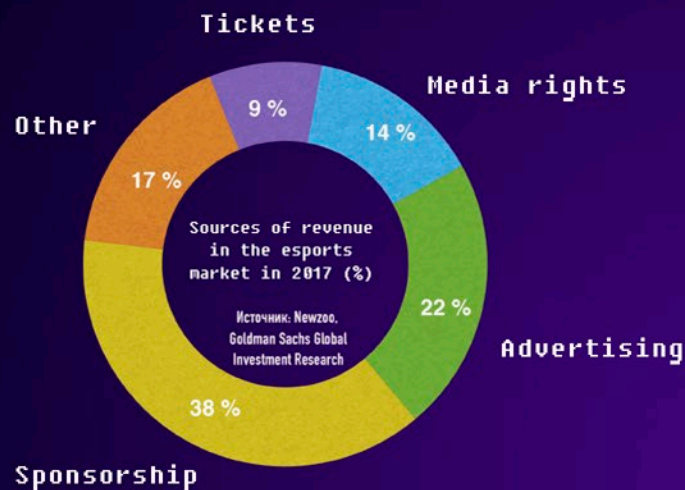
FORSMI.ru
АГЕНТСТВО АНОНСОВ РОССИИ



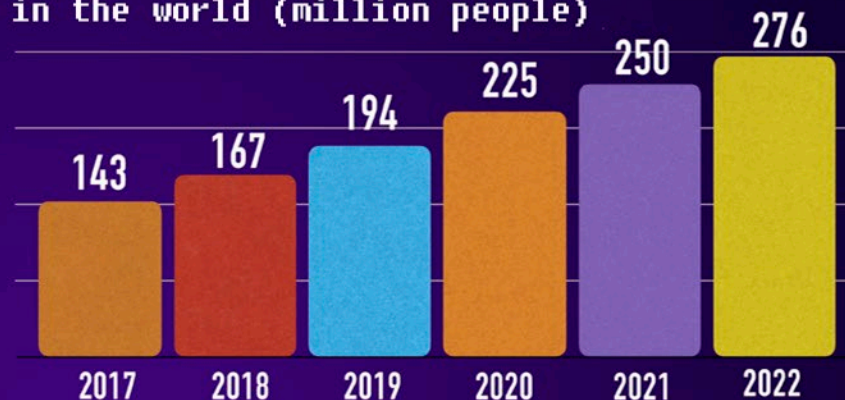
PARTNERS



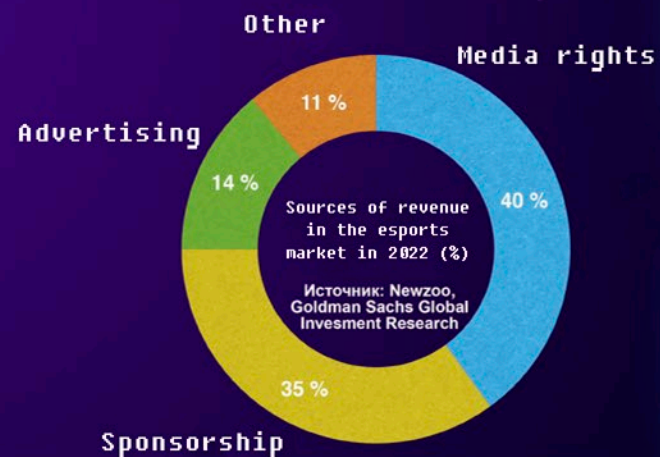
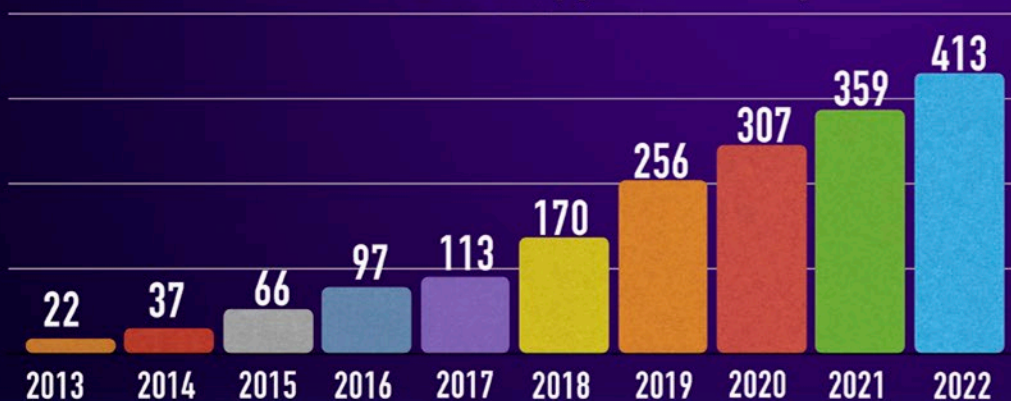
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Dynamics of growth of the audience of esports in the world (million people)



Total prize pool for esports competitions in the world (\$ million)



CYBERSPORT INVESTMENT



According to estimates by Goldman Sachs, in 2018 the volume of the global eSports market reached \$ 1 billion. Analysts expect that by the end of 2022 the market size will be 90 % of which will be revenue from the sale of media rights. Sponsorship and advertising will triple. Up to \$ 2.96 billion. At the same time, the global eSports audience, according to Newzoo calculations. Will grow from 454 million in 2019 to 645 million viewers in 2022.

According to analysts. The volume of the Russian e-sports market is about \$ 20-25 million. MTS is convinced that the Russian market is growing faster than the world one by 201 annually and this year it will reach \$ 55 million, and in 2023 it will exceed \$ 100 million. An interesting feature of the Russian e-sports market is that high rates of development are registered despite the relatively low level of infrastructure development.

While eSports is recruiting an army of fans with might and main, the number of fans of traditional sports is not growing. In 2018, the global monthly eSports audience reached 167 million) users, which is more than the National Hockey League (65 million) or Major League Baseball (Major League Baseball 114 million), and gaming video sites Twitch and YouTube have more viewers than HBO, Netflix and ESPN combined.

CYBERSPORT INVESTMENT



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Internet (digital resource):

- placement of the logo on the official website of the project;
- placement of the logo on electronic invitations;
- mention of the sponsor in the press release and post-release;
- informational posts on social networks (Instagram , facebook , VKontakte, classmates);
- placement information on special sites GOODGAME.RU and TWITCH.TV.

Event:

- placement of the logo on invitation cards and information products of the championship;
- placement of the logo on advertising media (press-wall, roll-an, banners);
- provision of additional activities;
- the right to provide promotional products as gifts for VIP-guests and participants;
- rewarding the winners and presenting them with awards: placing commercials on plasma screens at the championship site;
- providing a photo report on the sponsor's participation in the championship at least 10 photos;
- VIP invitations to a buffet table.

SPONSORSHIP PACKAGES



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General sponsor (1,000,000 rubles)

Internet (digital resource):

- placement of a banner on the official website of the project;
- placement of an interview with the first person of the company;
- placement of the company's logo indicating the status in a video on social networks.

Event:

- provision of an exhibition area of at least 10 sq. M. at the championship;
- welcoming speech to the participants from the first person of the company at the grand opening;
- placement of the company logo on a freeze-frame during technical breaks on the site screens;
- use of branded promo-t-shirts of volunteers;
- participation in the press conference of the first person of the company;
- announcement of the sponsor by the host during the show program at least 5 times;
- also includes all positions presented in the "Sponsor" package.

SPONSORSHIP PACKAGES



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We hope for cooperation
in the championship and the project
"World of Unique Gamers"

Together we help children and make the world kinder!

Sincerely.

Project manager

Nikolai Ivanovich Nechaev

+7(977) 104 00 00

cio@wugamers.ru

WUGAMERS.RU



CONTACTS

WORLD OF UNIQUE GAMERS



WUGAMERS.RU