

March 2024
basestack.gg

A 360° brand experience



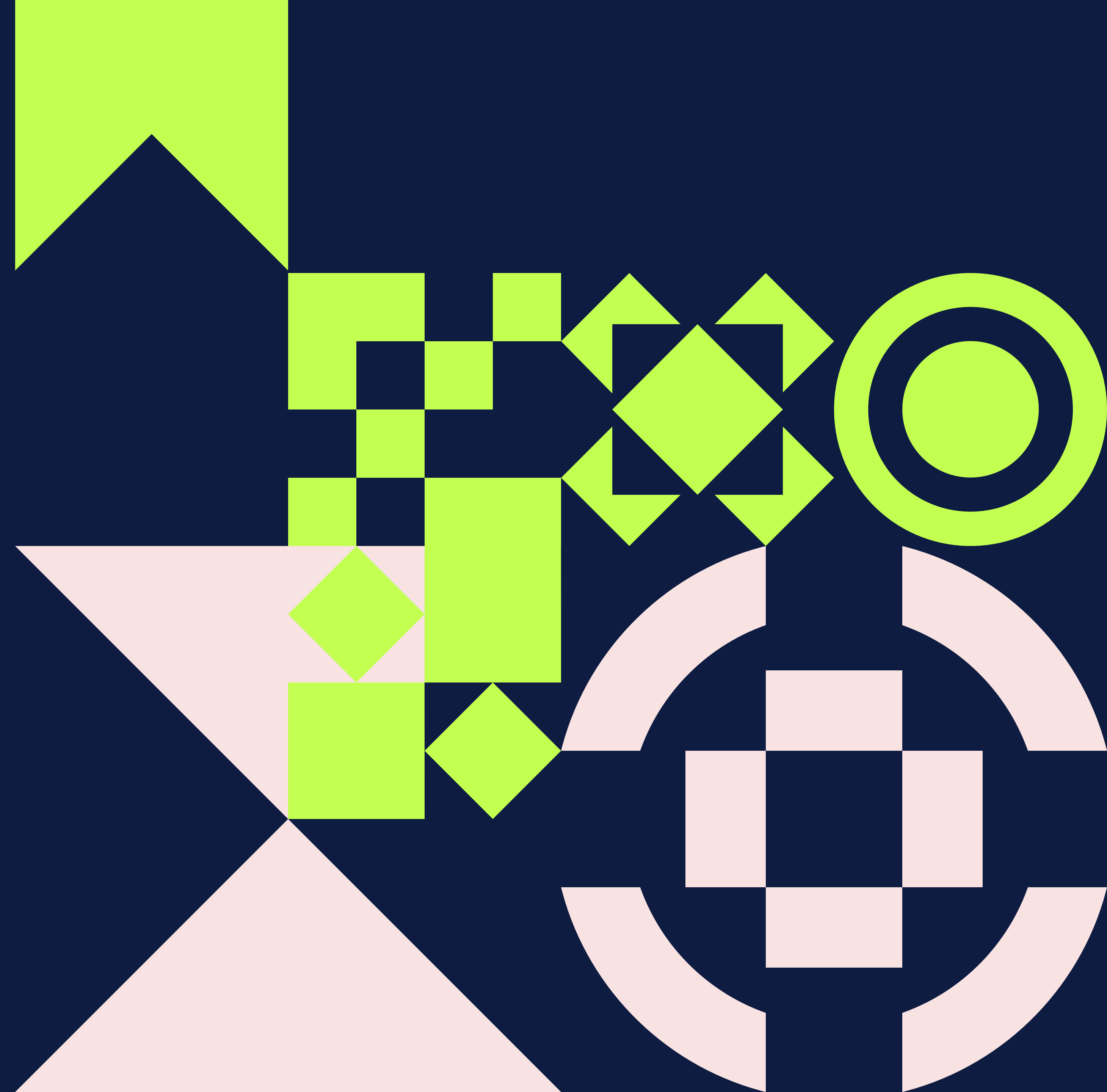
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Introduction



BaseStack

Game. Meet. Connect. Compete.

BaseStack is redefining the esports landscape by seamlessly blending dedicated cutting edge venues with an active and engaged community.

Customer experience and community engagement are at the heart of everything we do, creating an unparalleled 360° experience.



Bootcamp Training

Café & Bar

Content Creation

Co-working & Hotdesks

Education & Academy

Gear Store

Pro-level Gaming

Tournaments & Events

Venue Hire



660m²

Across 2 floors

96

Top-spec Gaming
PCs

5

Console Zones

1

Streaming &
Podcast Studio

25

Gear Store
Products

30

Events
Tournaments
Parties

100m²

Arena

3

Weekly Academy
Programs

6.3K

Registered
players

2h 11

Average game
time

73%

Male / Gen Z
Millennial

7

Days a week



BaseStack Łódź

BaseStack is an esports paradise. Gaming, training, bootcamps, esports tournaments, watch parties and venue hire.



1560m²

City Center

150+

Gaming PCs

9

Bootcamp Rooms

3

Streaming &
Podcast Studios

1

Café & Bar
Gear Store

3

Watch Areas

150m²

Arena

20

Console Zones

2.1K

Registered
players

3h+

Average game
time

80%

Male / Gen Z
Millennial

70

Co-working & Hot
desks



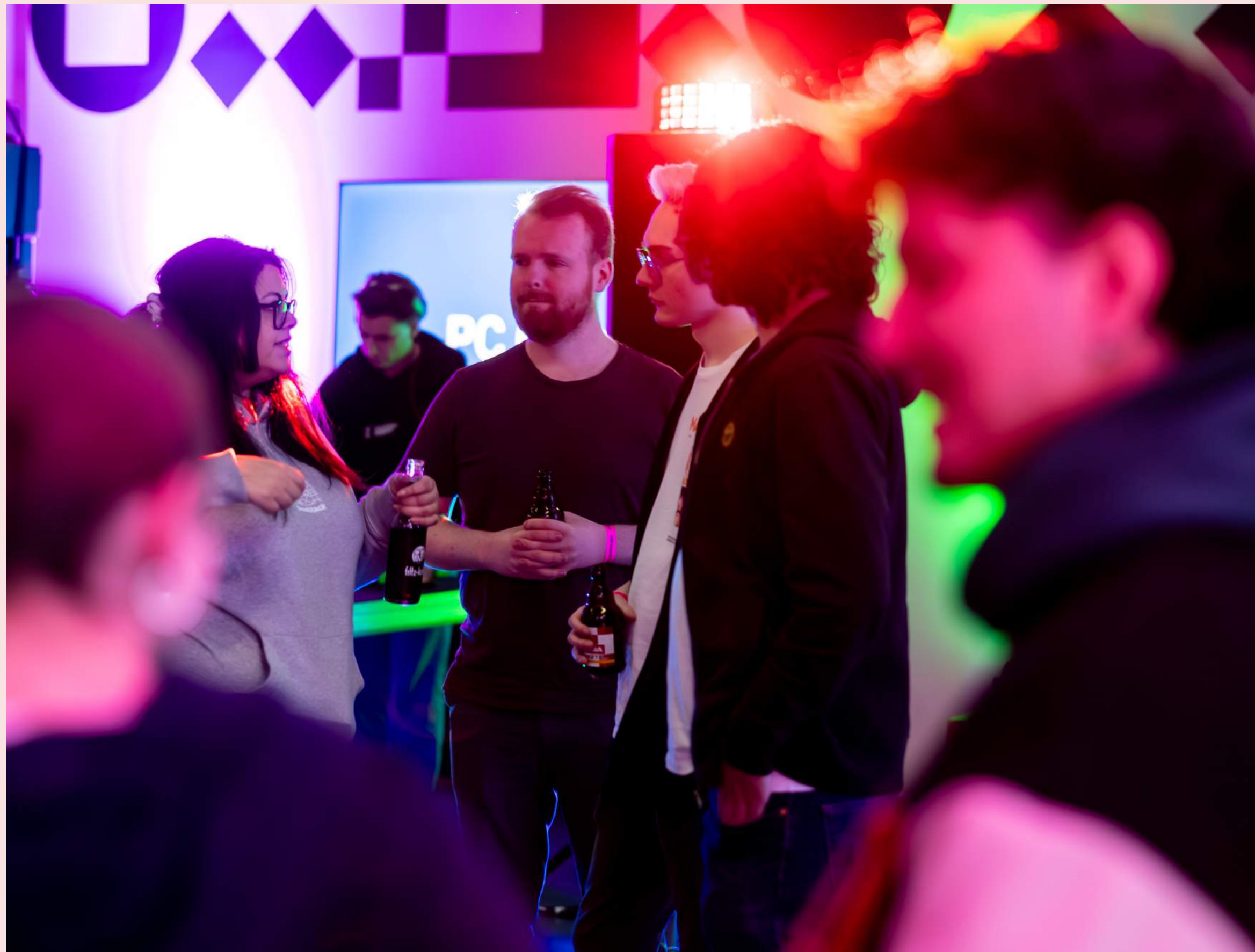
BaseStack Dortmund

An esports paradise in the heart of Dortmund. Facilities for bootcamp training, content creation, tournaments, hot desks and co-working. A Competition Arena, a fully licensed Café & Bar and Gear Store.



Team Values

Our values reflect our commitment to excellence, community, and the continual advancement of the gaming industry.



Innovation

Embracing creativity and pushing boundaries to deliver cutting-edge gaming experiences.

Inclusivity

Fostering an environment where everyone feels welcome and valued, regardless of background or identity.

Collaboration

Working together as a cohesive team to achieve common goals and drive success.

Integrity

Upholding honesty, transparency, and ethical behavior in all aspects of business and development.

Passion

Demonstrating genuine enthusiasm and dedication for gaming and creating memorable experiences for players.

Customer Focus

Prioritising the needs and satisfaction of players, ensuring their experiences are enhanced.

Continuous Improvement

Consistently seeking ways to evolve, grow, and enhance the quality of products and services offered.



Executive Team

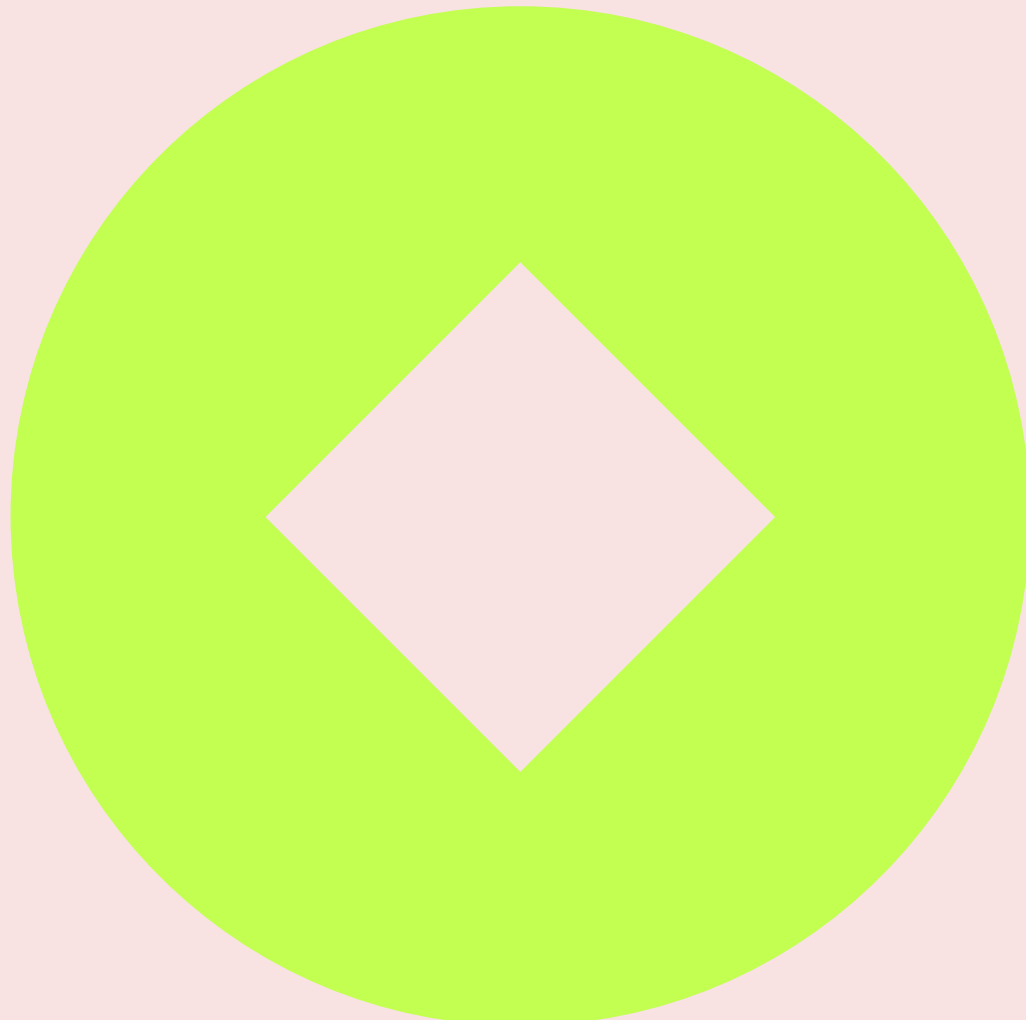
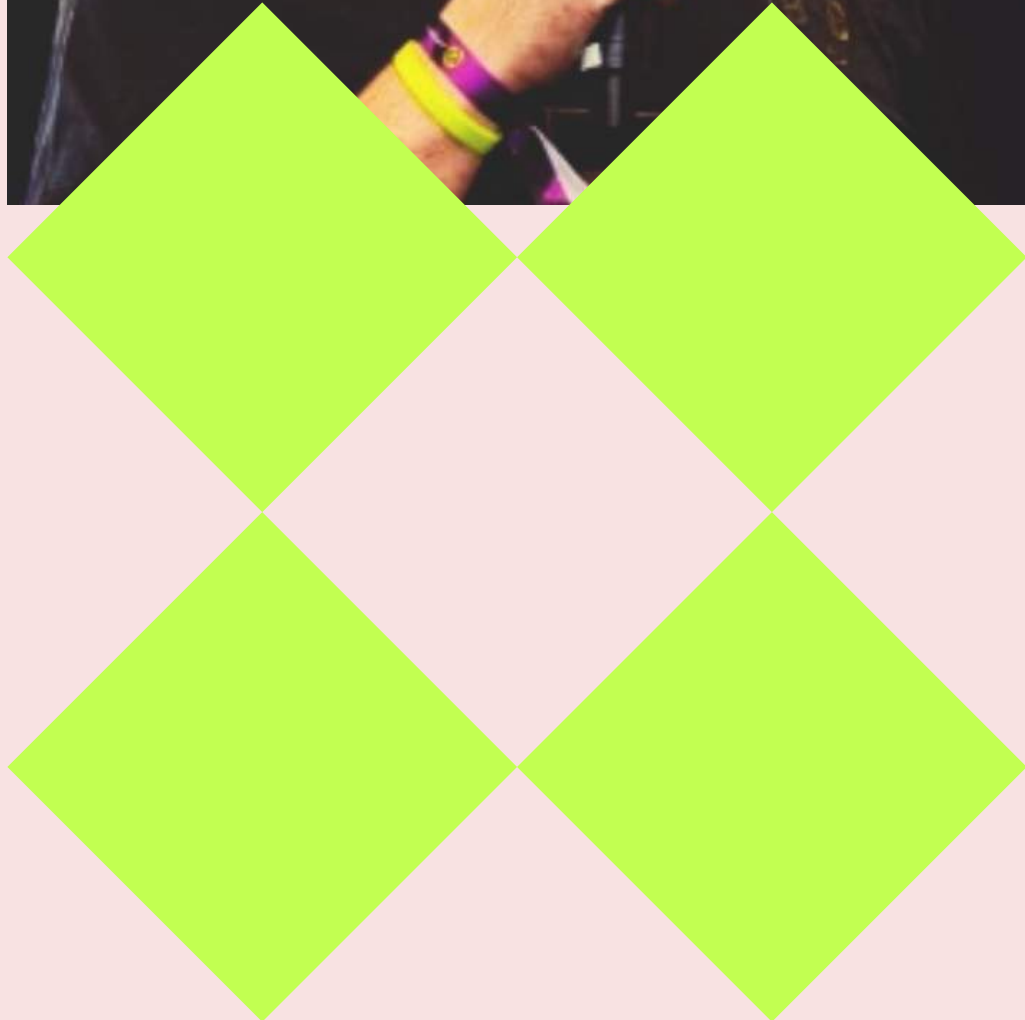
Justin Hamer CEO

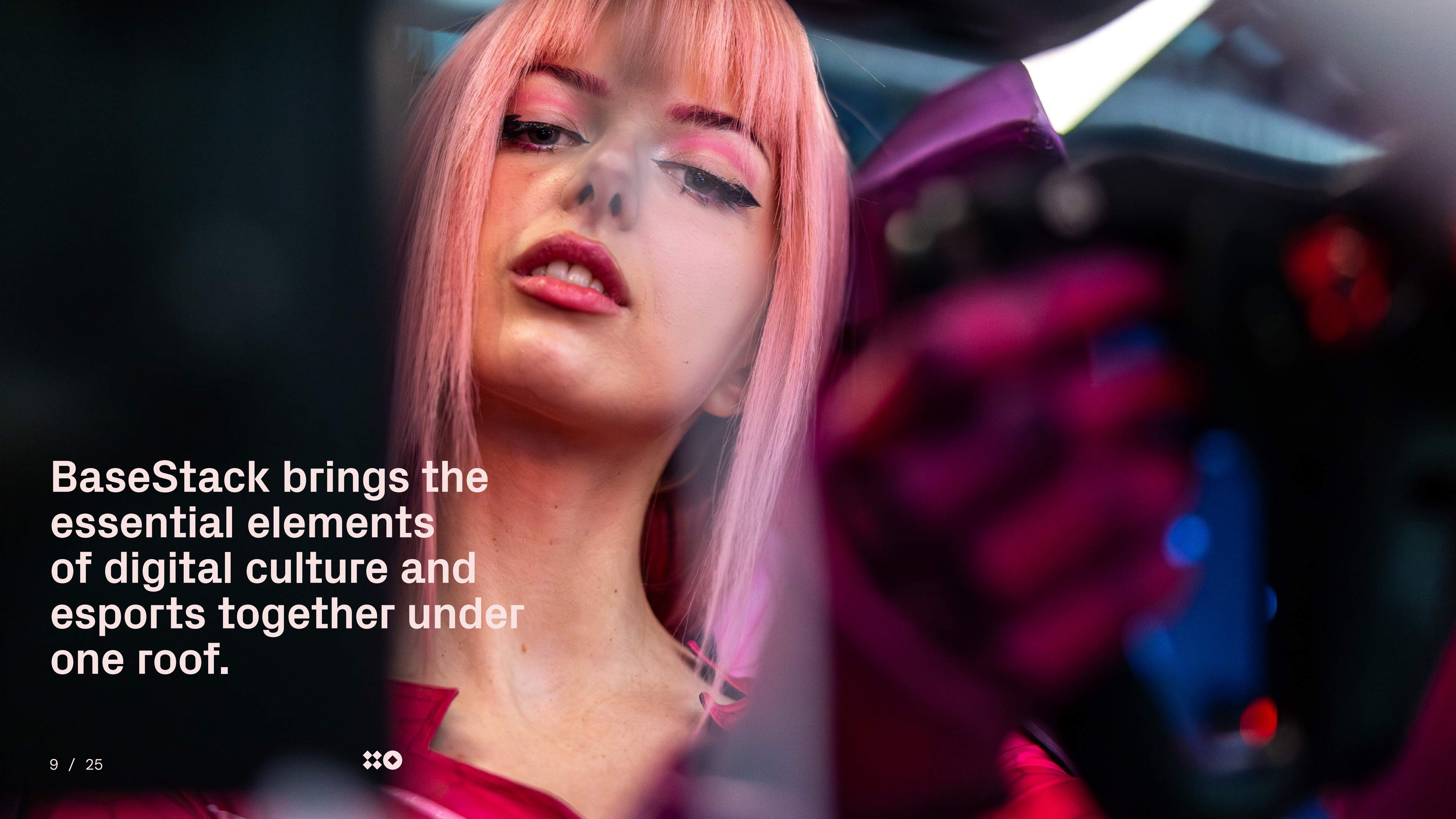


Rachel Butterworth CCO



Alexander Doberstau COO





BaseStack brings the essential elements of digital culture and esports together under one roof.

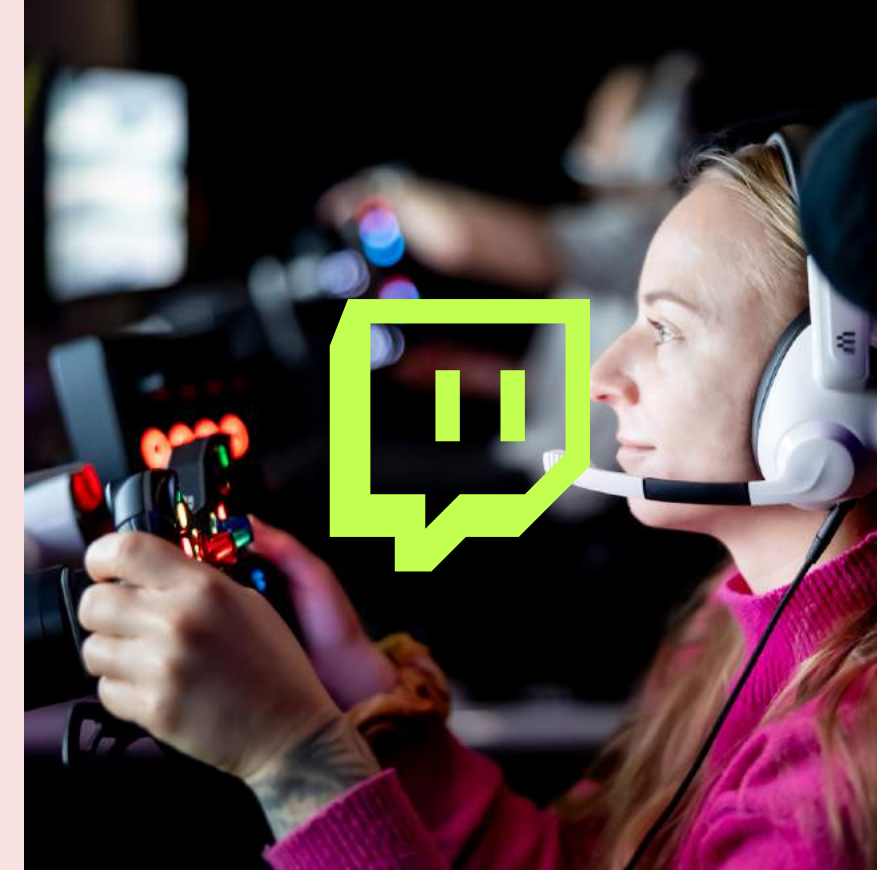
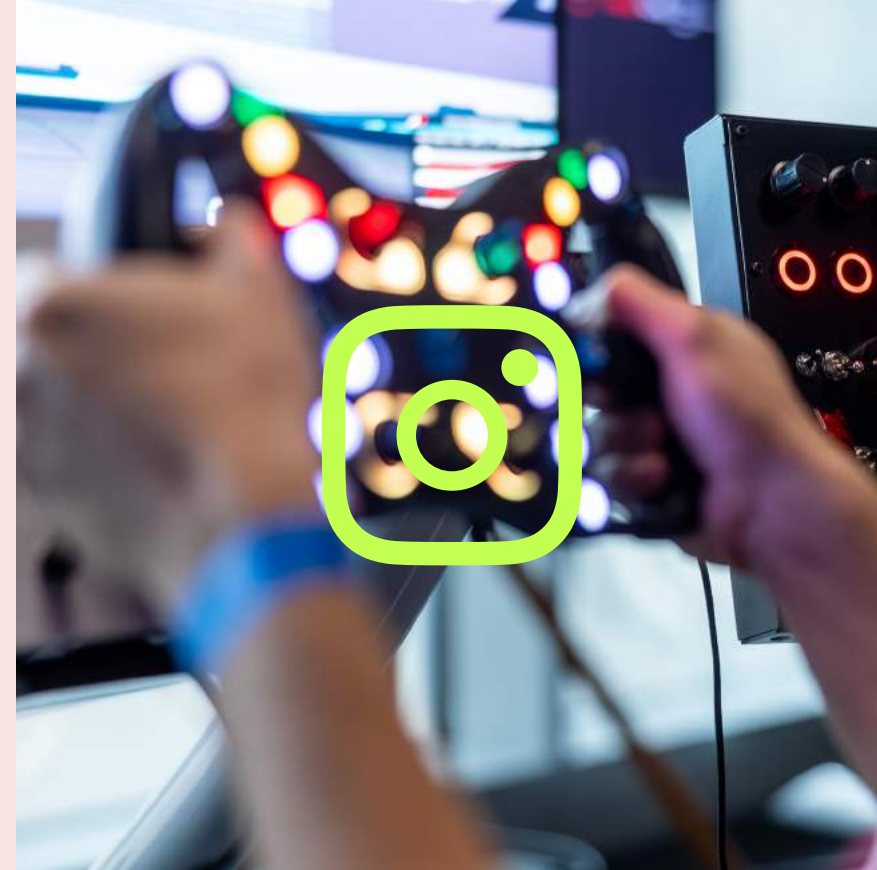
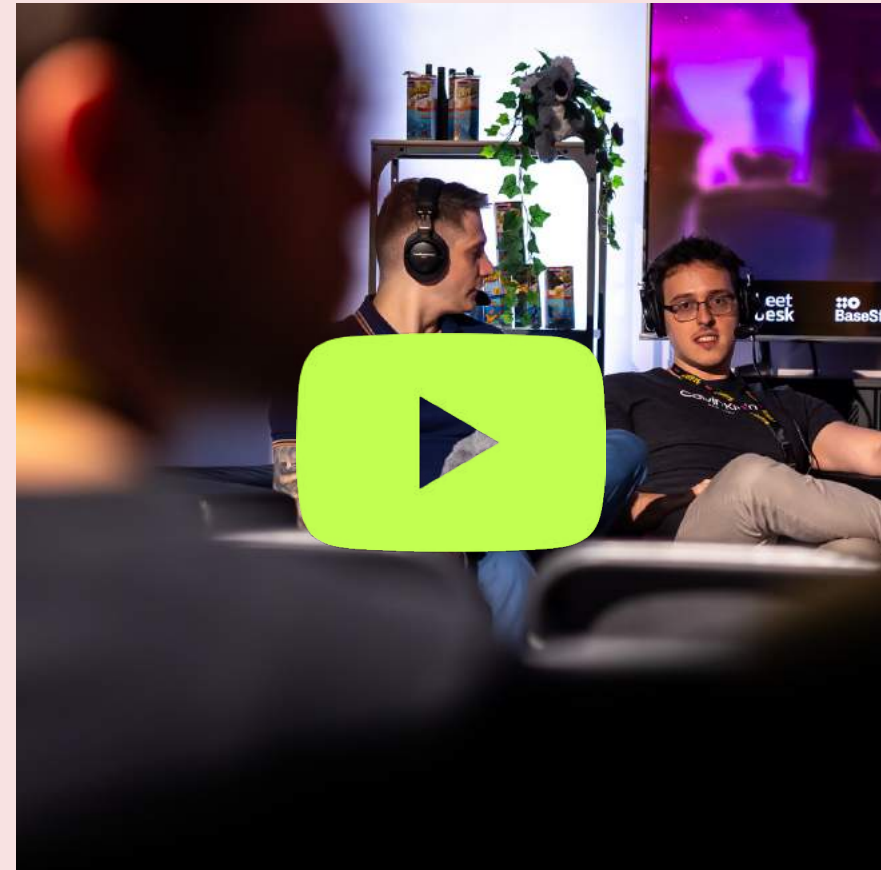
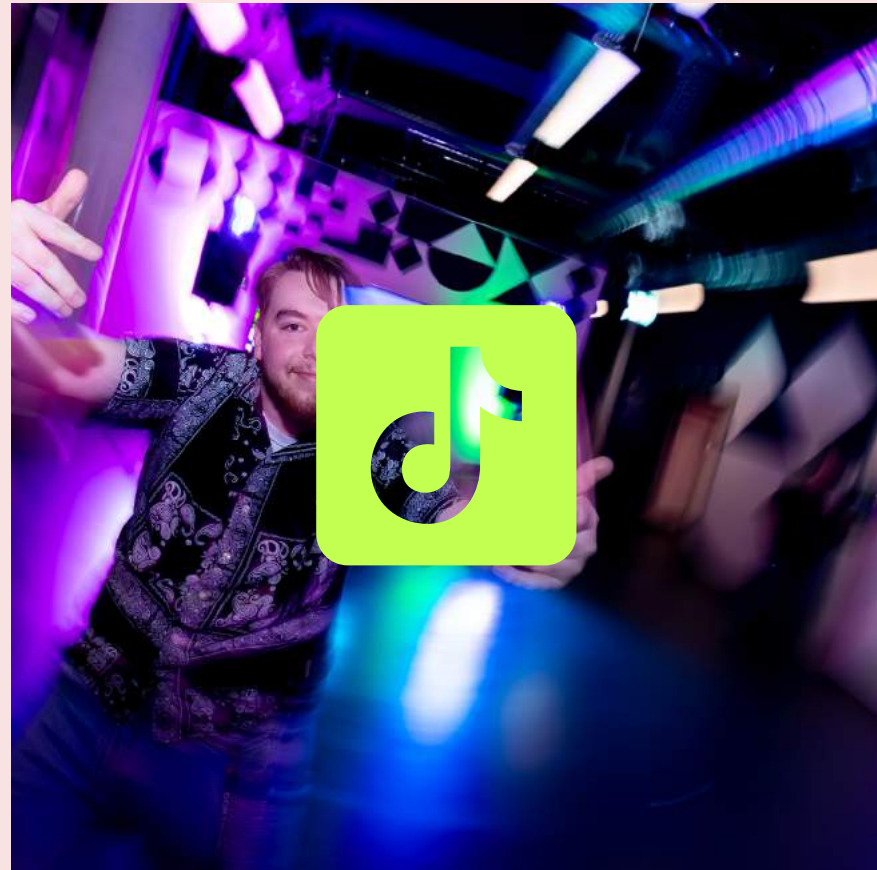
360° Esports Experience



Strategic Partnerships



Social Media



280K
Followers
122M
Views
11M
Likes

88.3K
Followers
78.3M
Views
441K
Engagement

3.9K
Followers
2.8M
Reach

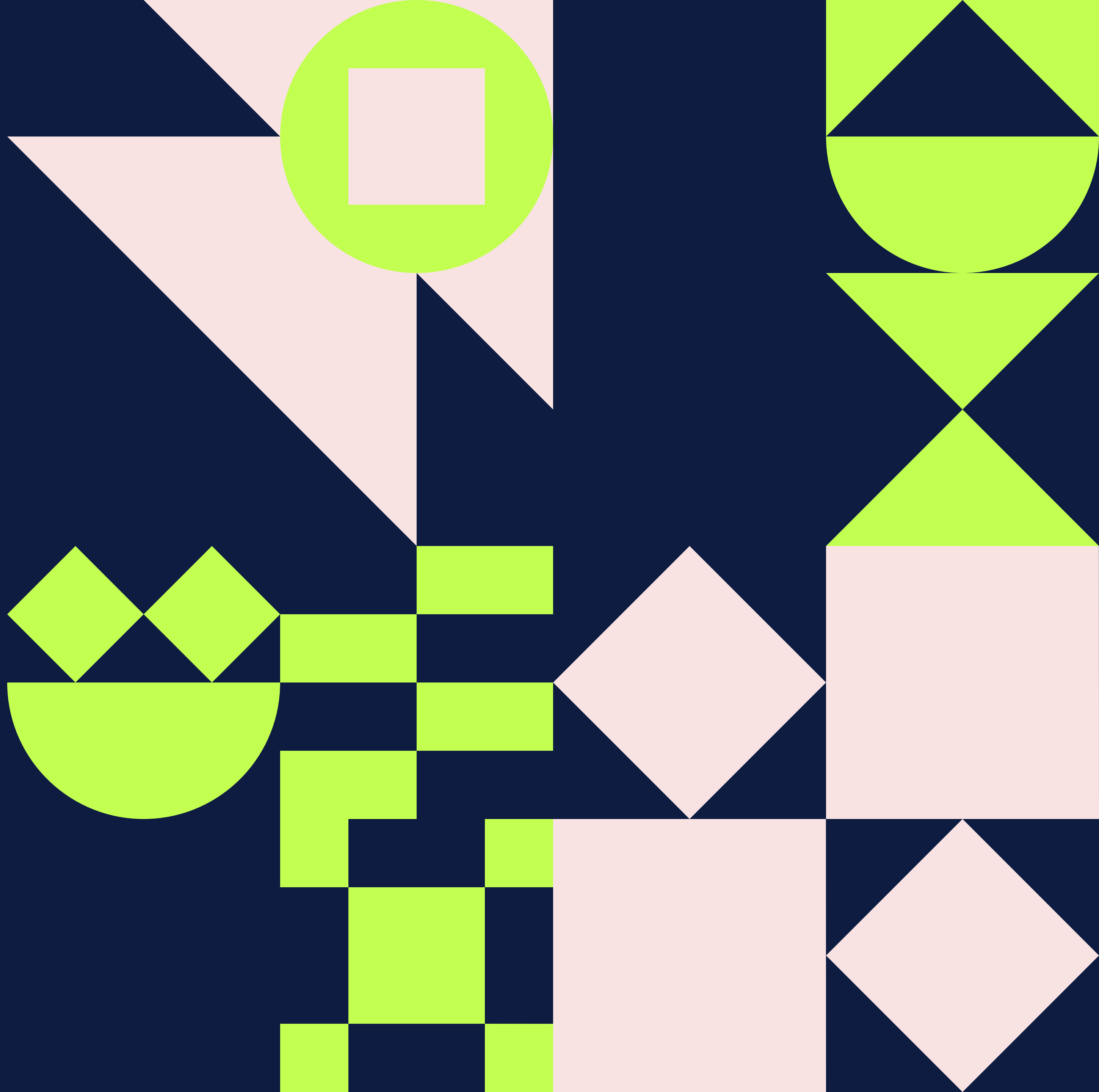
87.4K
Subscribers
501K
Views

2K
Followers
2.6M
Organic Impressions
84.6K
Interactions



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BaseStack Łódź Poland



BaseStack Łódź

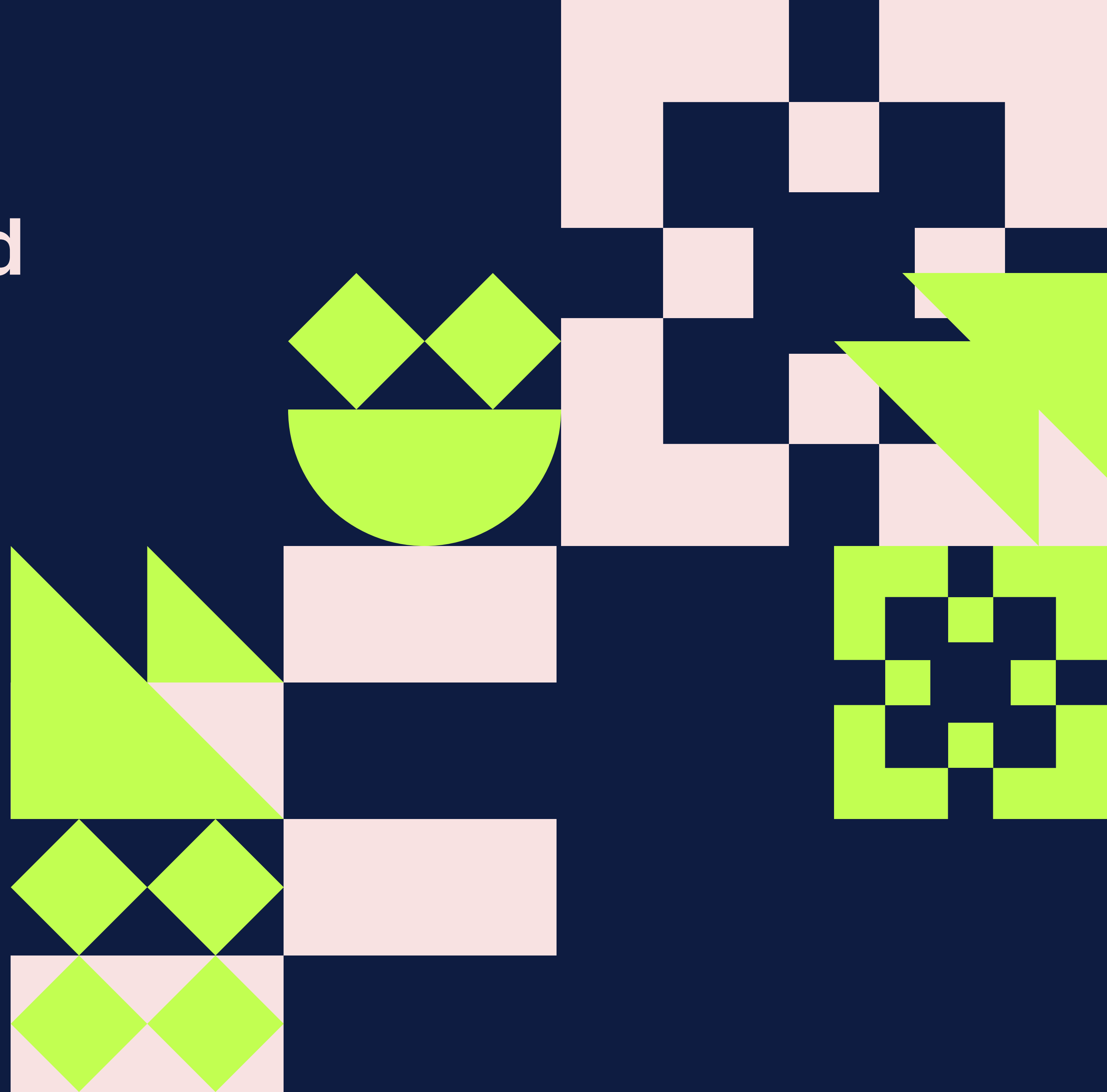


BaseStack Łódź



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BaseStack Dortmund Germany



BaseStack Dortmund

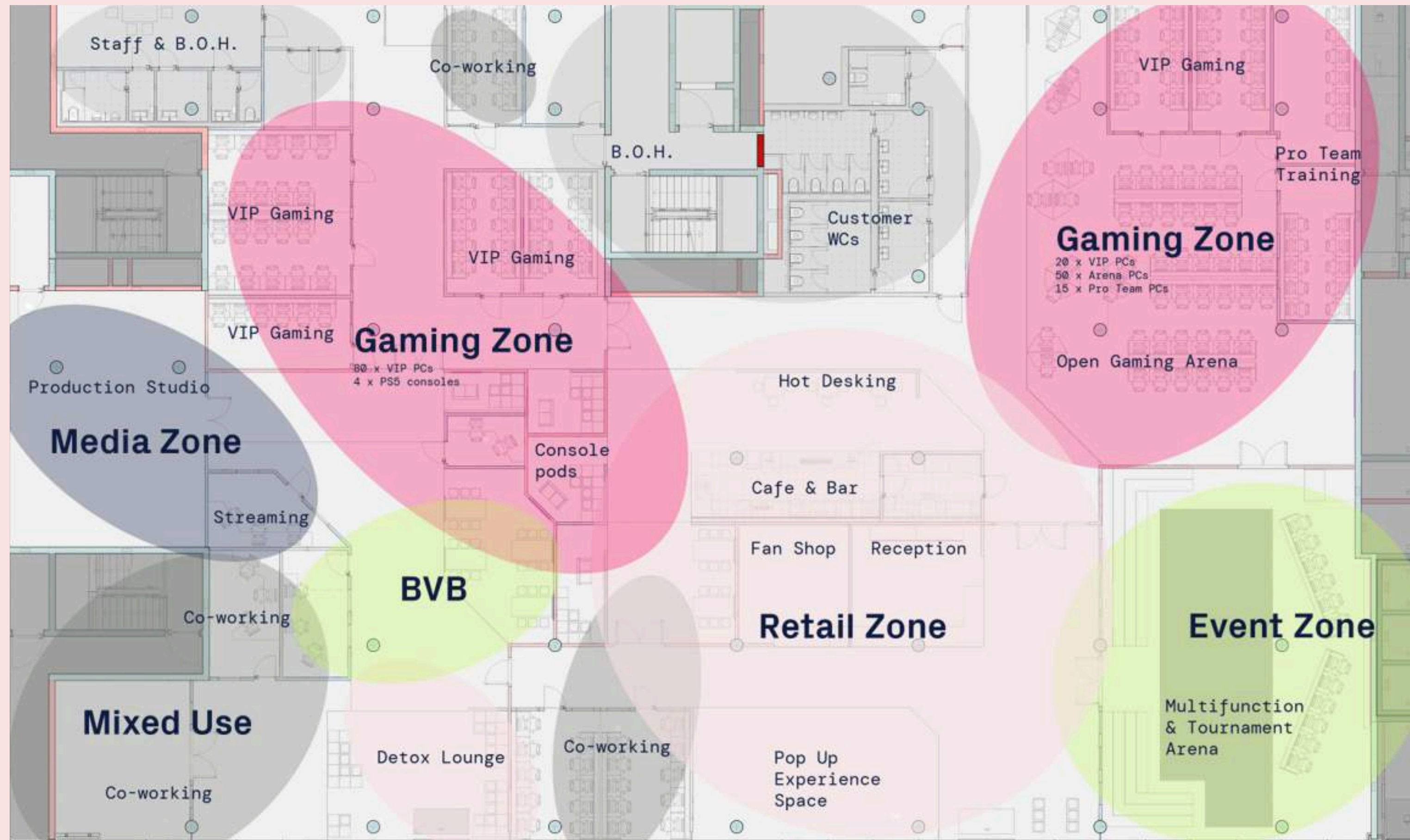


BaseStack Dortmund



BaseStack Dortmund

Strategically zoned layout designed to maximise versatility and audience diversity.



Gaming Zone

- Casual & Competitive Gamer
- Schools & colleges
- Pro /semi pro teams
- Group bookings

Teambuilding

- Mixed Use
- Co-Working
- Workshops & Meetings

Media Zone

- Content Creators
- Influencers
- Productions

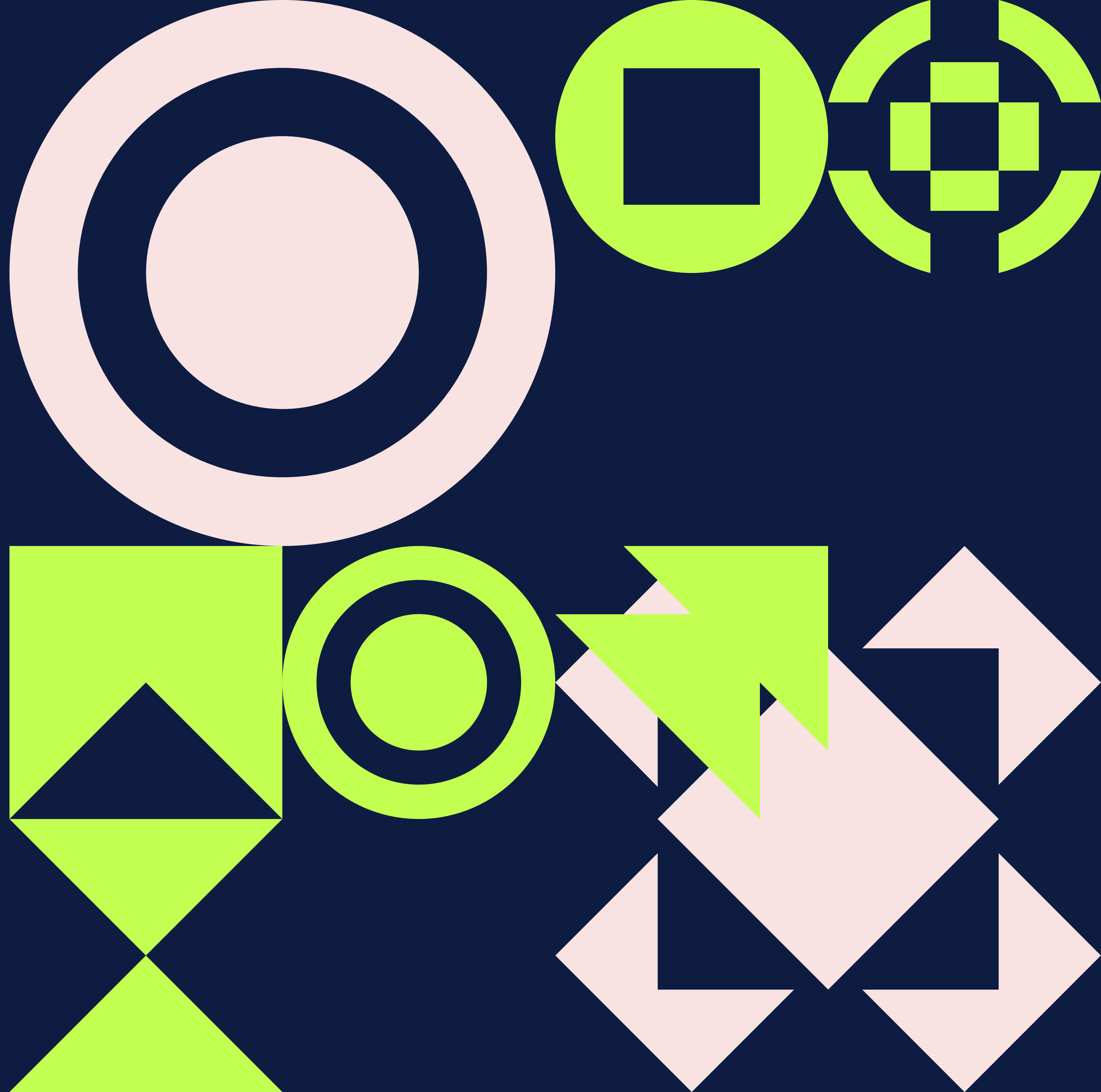
Event Zone

- BaseStack
- Third party competitions
- Events
- Product launches
- Networking events



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Commercial Opportunities



BaseStack's multiple streams of customer engagement offer many opportunities to showcase your brand in front of your target audience.



Events

Official sponsorship and prize pot provision
- shared branding on marketing collateral
and SoMe activity.

Venue

Co-branding on the physical space ensures presence in video and photo content, produced both professionally and ad hoc for SoMe.

Product placement

Present your product throughout BaseStack, from a single area, to an entire venue or across multiple sites.

Digital

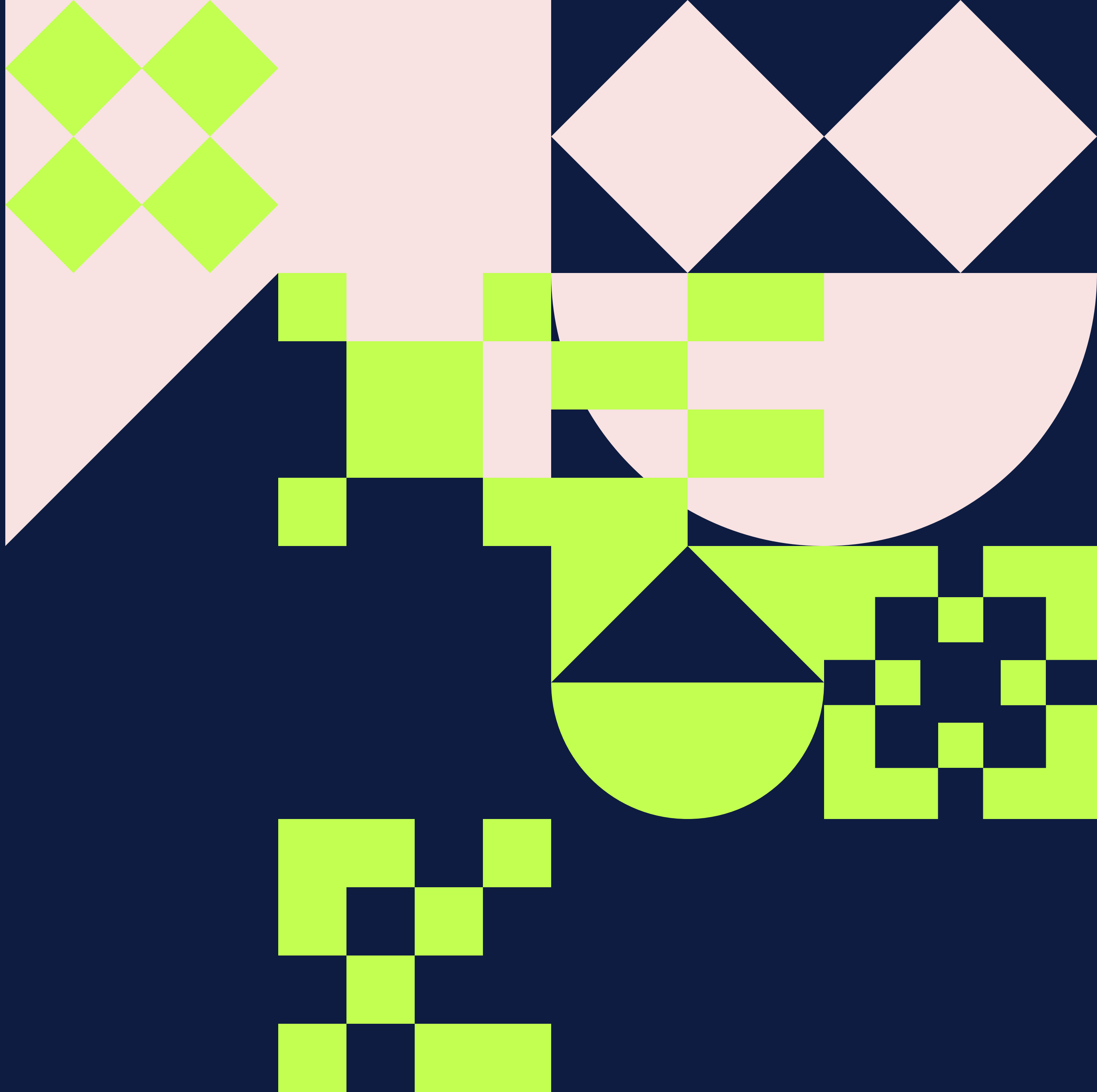
Branding on tournament and content streaming as well as SoMe post by BaseStack and co-operating influencers.

Sales

Add your product to the sales mix of BaseStack's F&B or Gear Store offer.

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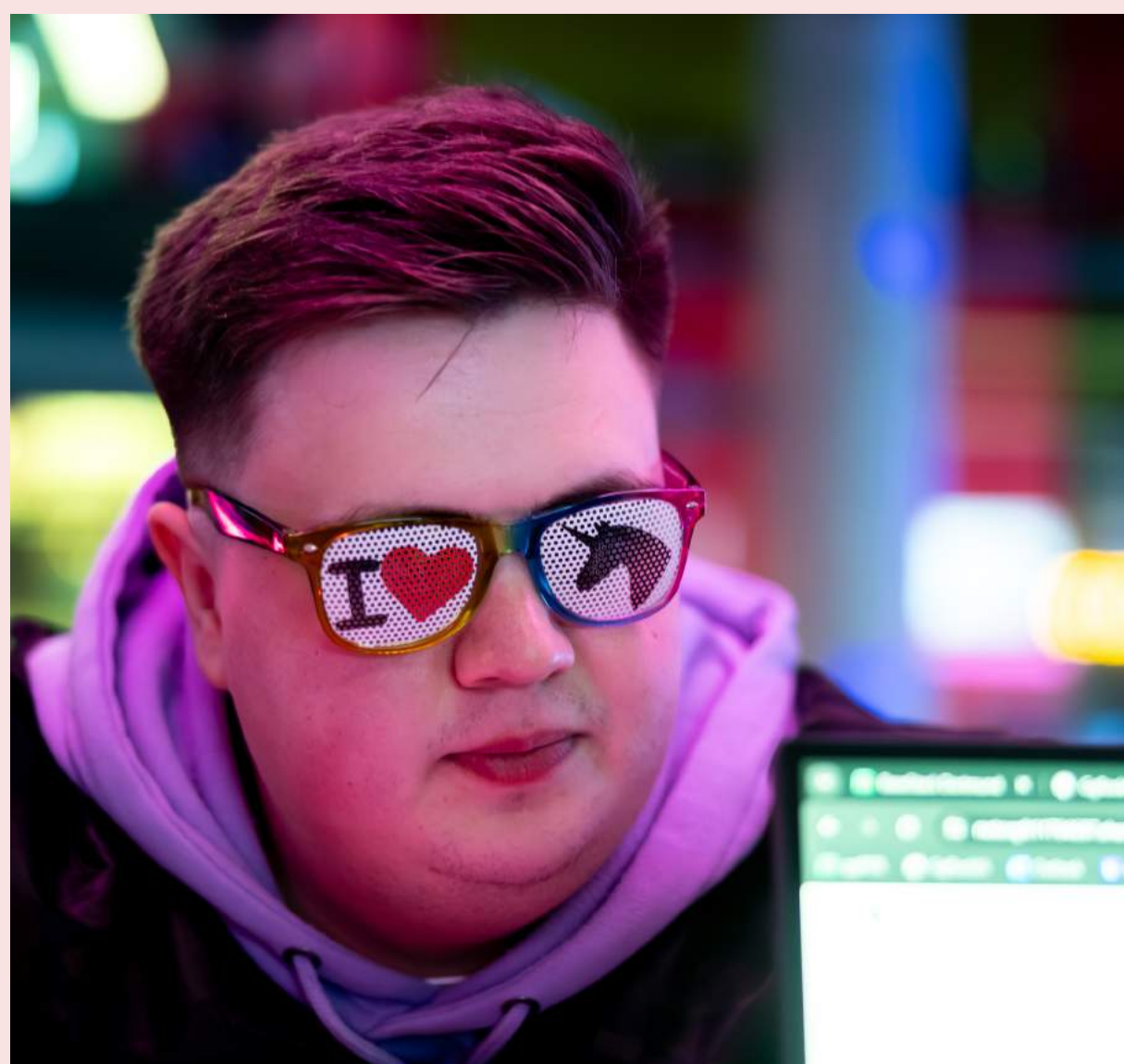
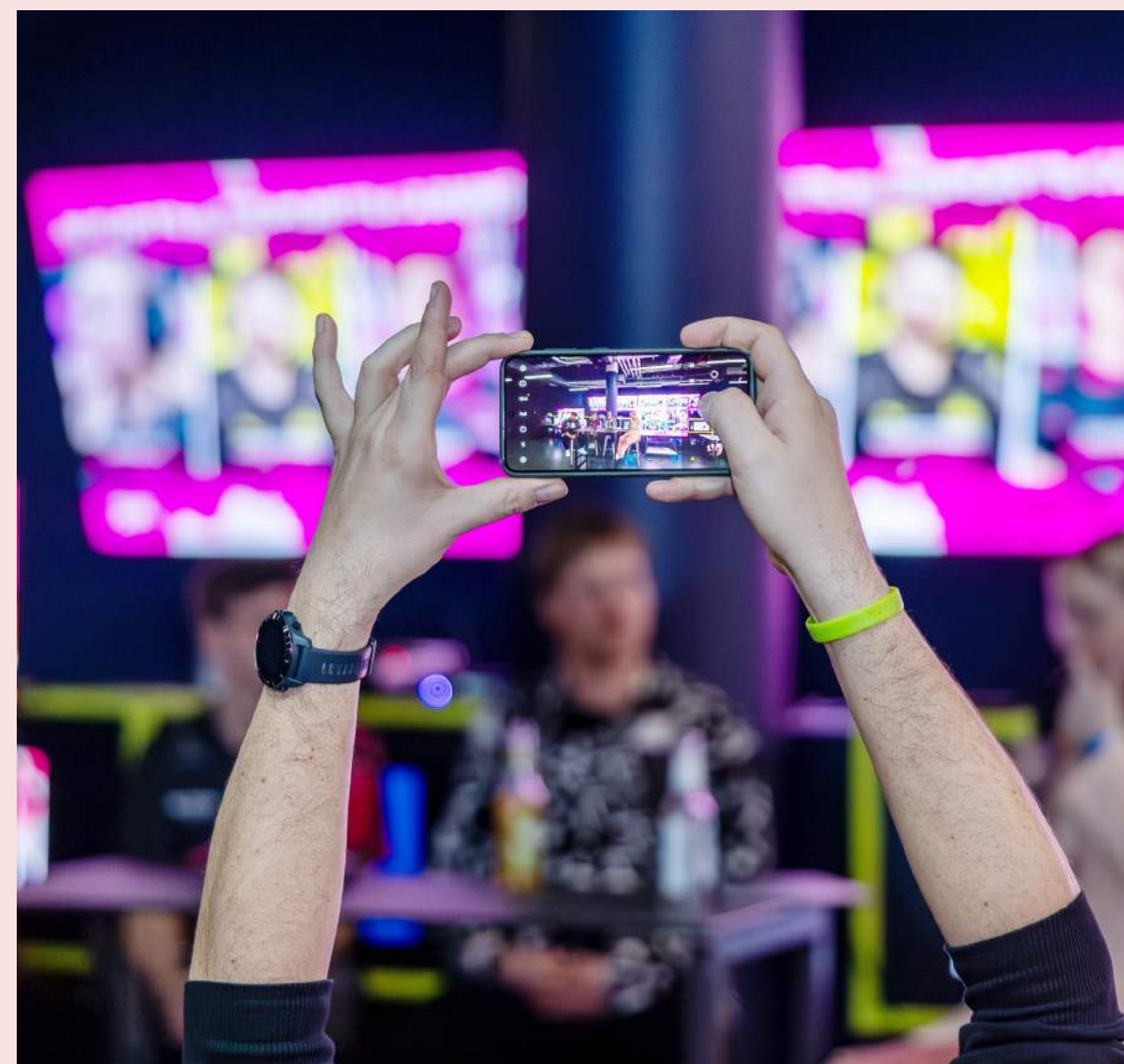
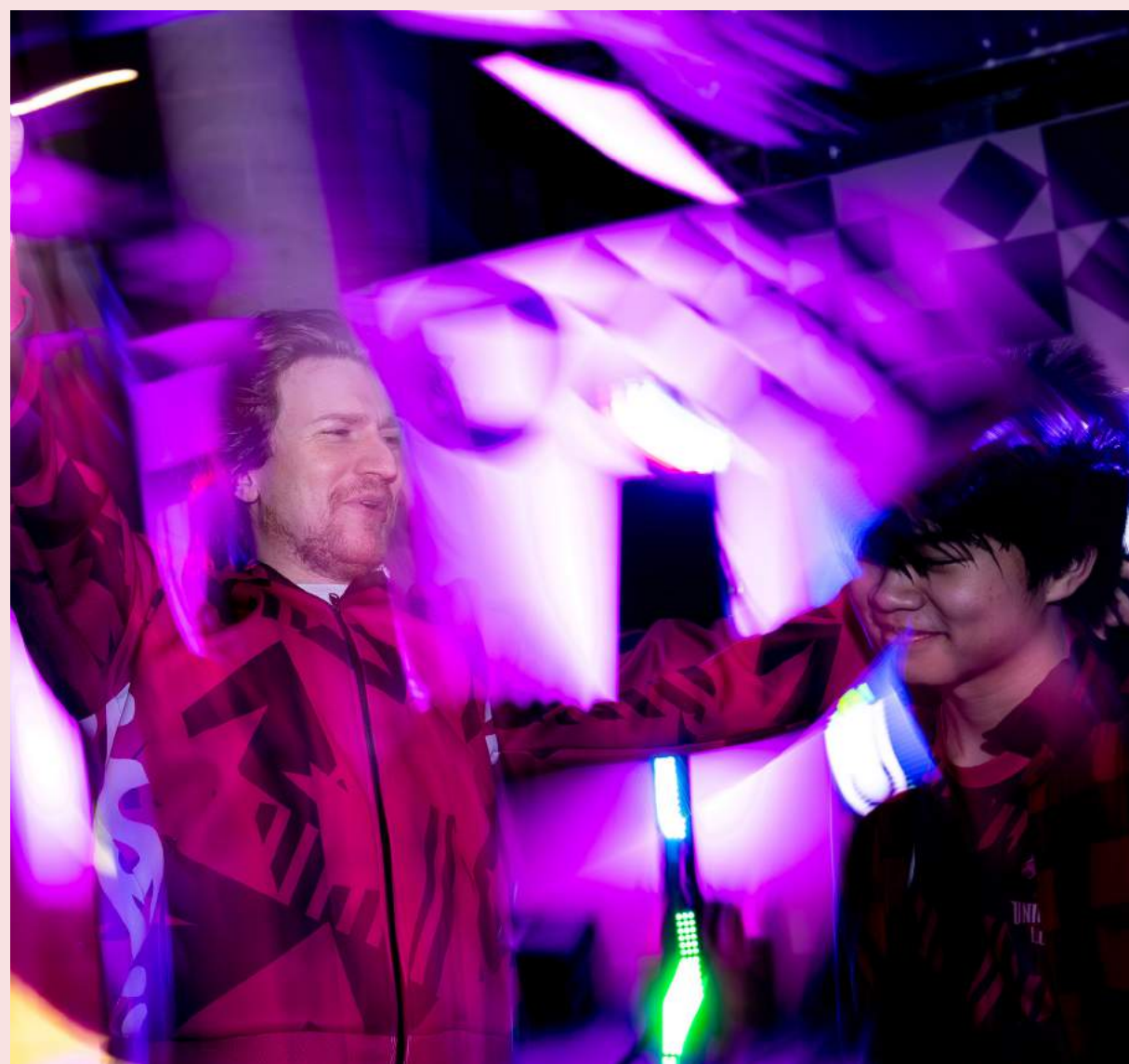
Case Studies



Case Study 1

BaseStack hosted a 3-day Gaming Festival to celebrate the opening of our flagship in Dortmund, Germany.





Customer Satisfaction

The event attracted a diverse audience of gaming enthusiasts, industry professionals, and groups of friends. Creating a vibrant and dynamic event that celebrated the opening of our flagship.

Partnership and sponsors

Strong partners like BVB eFootball, Unicorns of Love and BeingX helped to create an outstanding but intimate experience for all participants.

Competition

In over 10 tournaments, gamers had the opportunity to compete and win thrilling prizes, connecting participants through their shared love for the game.

Education

Panel-talks and masterclasses by industry leaders provided insights to the industry and deep-dive into topics for esports enthusiasts.

Afterparty

Attendees experienced both live music and DJ sets, accompanied by refreshments, and socialised with like-minded people, creating a vibrant party atmosphere.

We activate engagement across all levels of the esports ecosystem. We connect communities through our online channels and venues. From grassroots gamers to professional players – and everything in between.

basestack.gg



Let's talk about the next steps

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