

February 2026
basestack.gg

A 360° brand experience



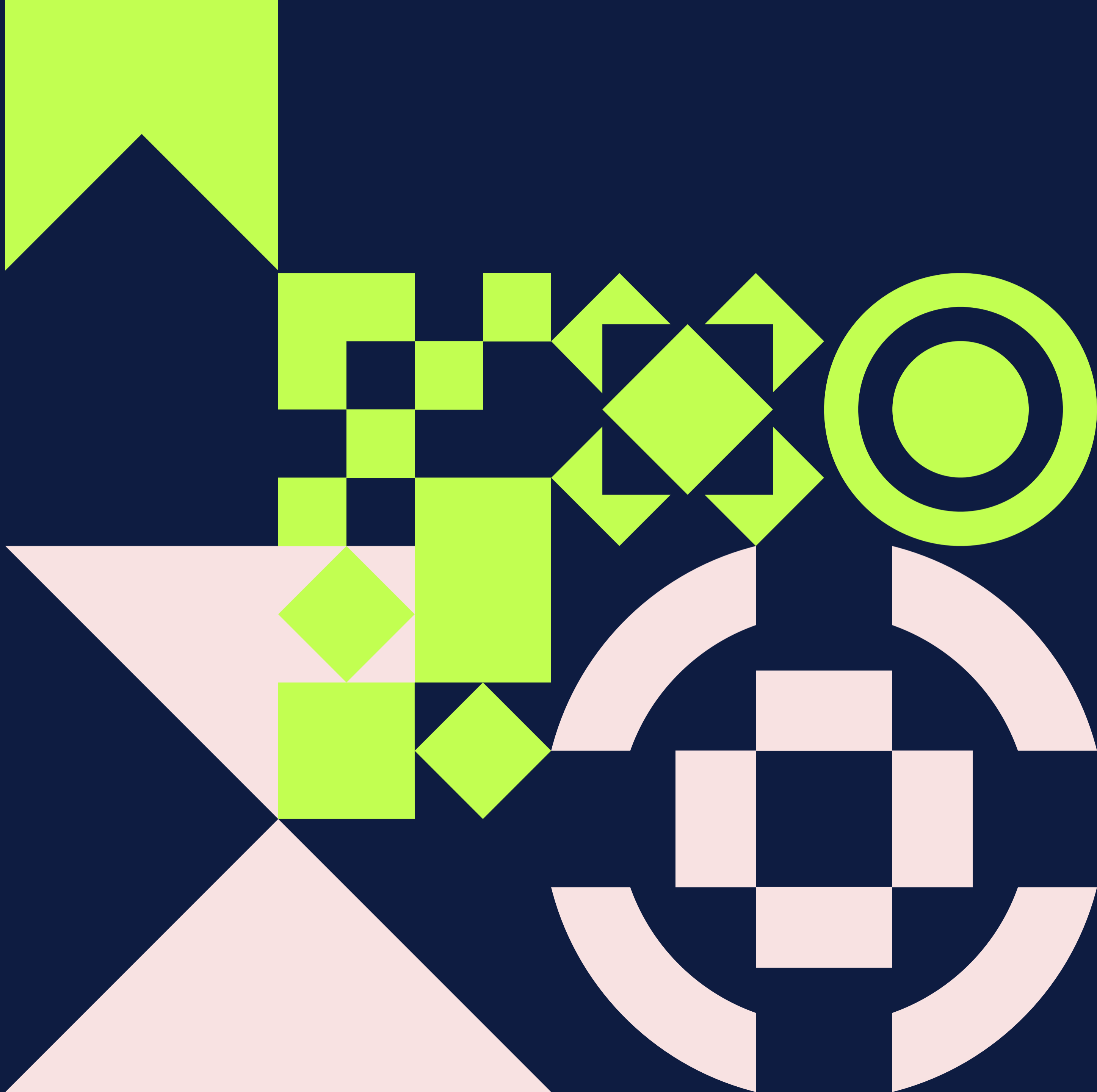
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Introduction



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

86

Top-spec Gaming
PCs

4

Console Zones

1

Streaming &
Podcast Studio

25

GearStore
Products

63

Events
Tournaments
Parties

100m2

Arena

3

Weekly Discount
Programs

11.3K

Registered
players

3h 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.



Executive Team

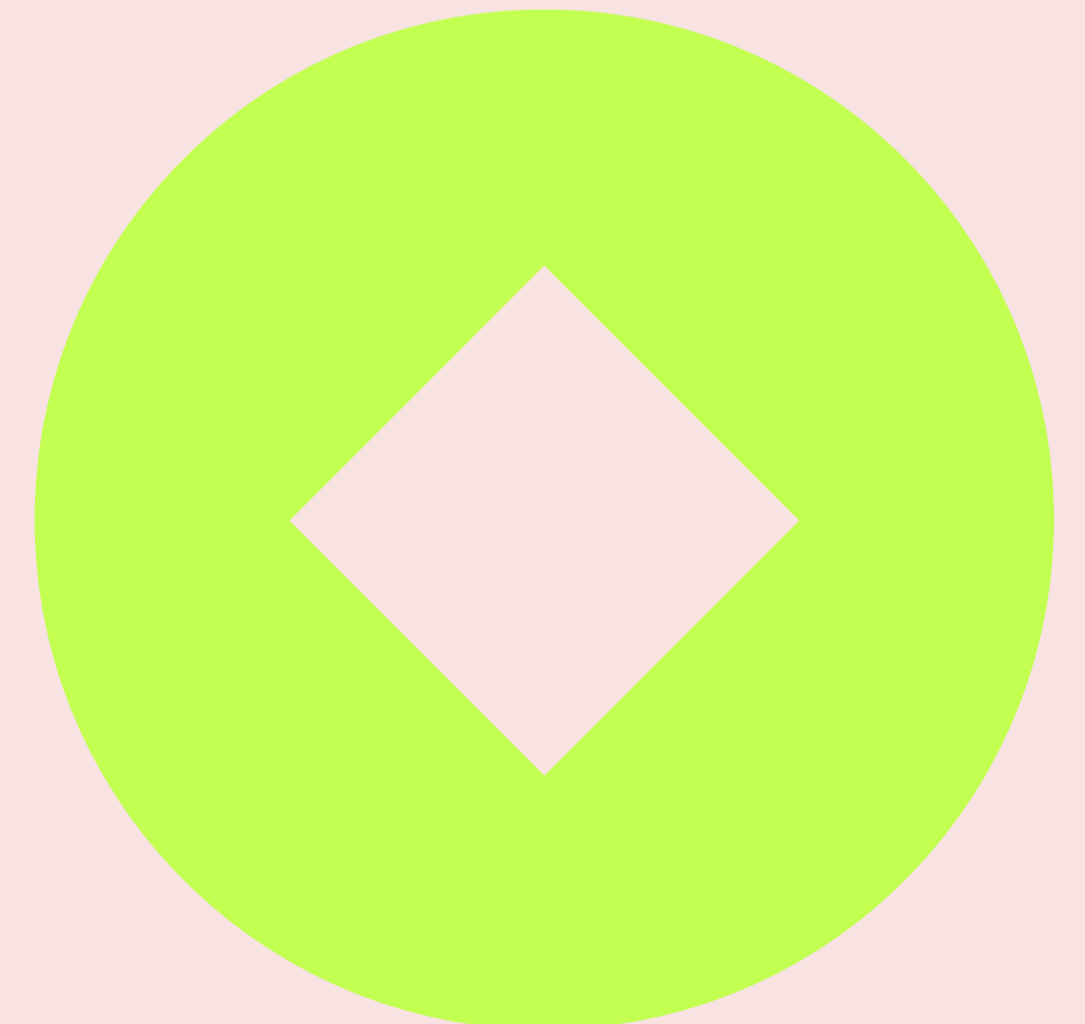
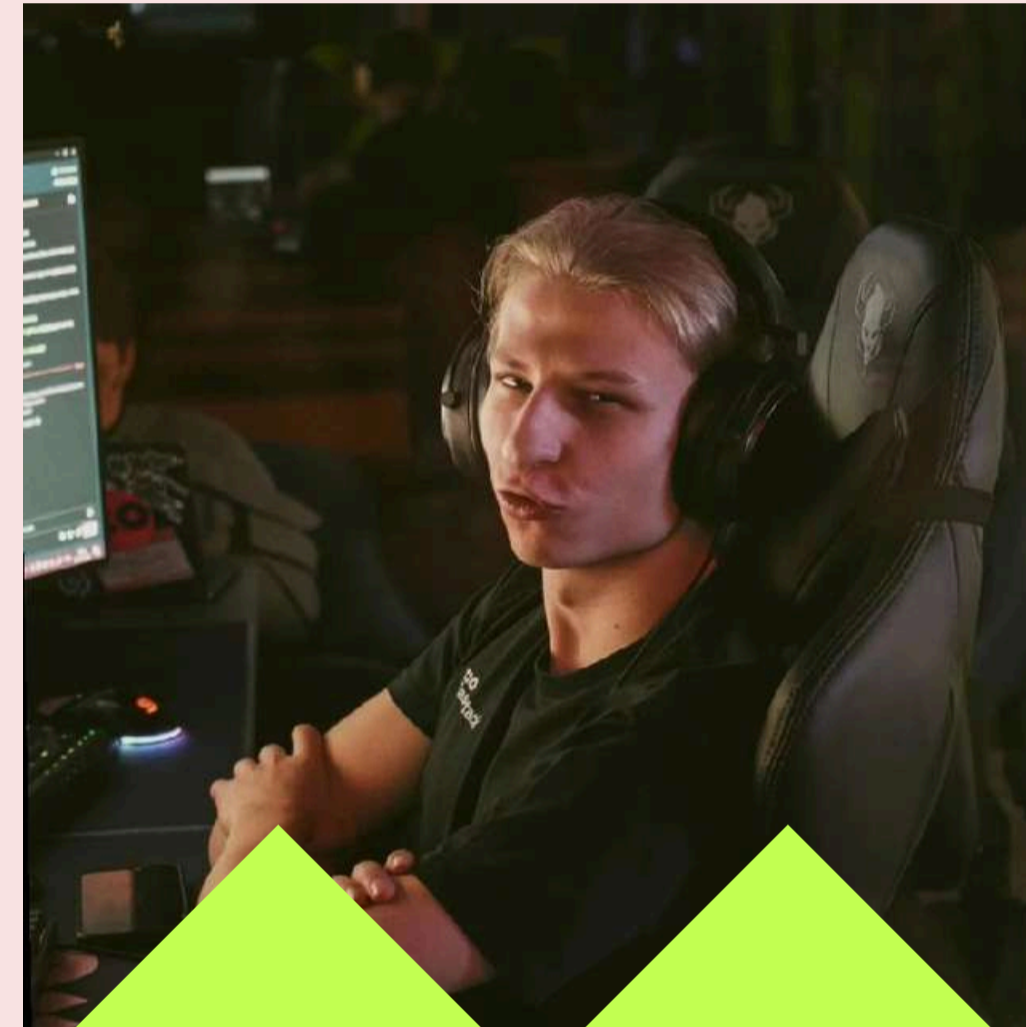
Justin Hamer CEO

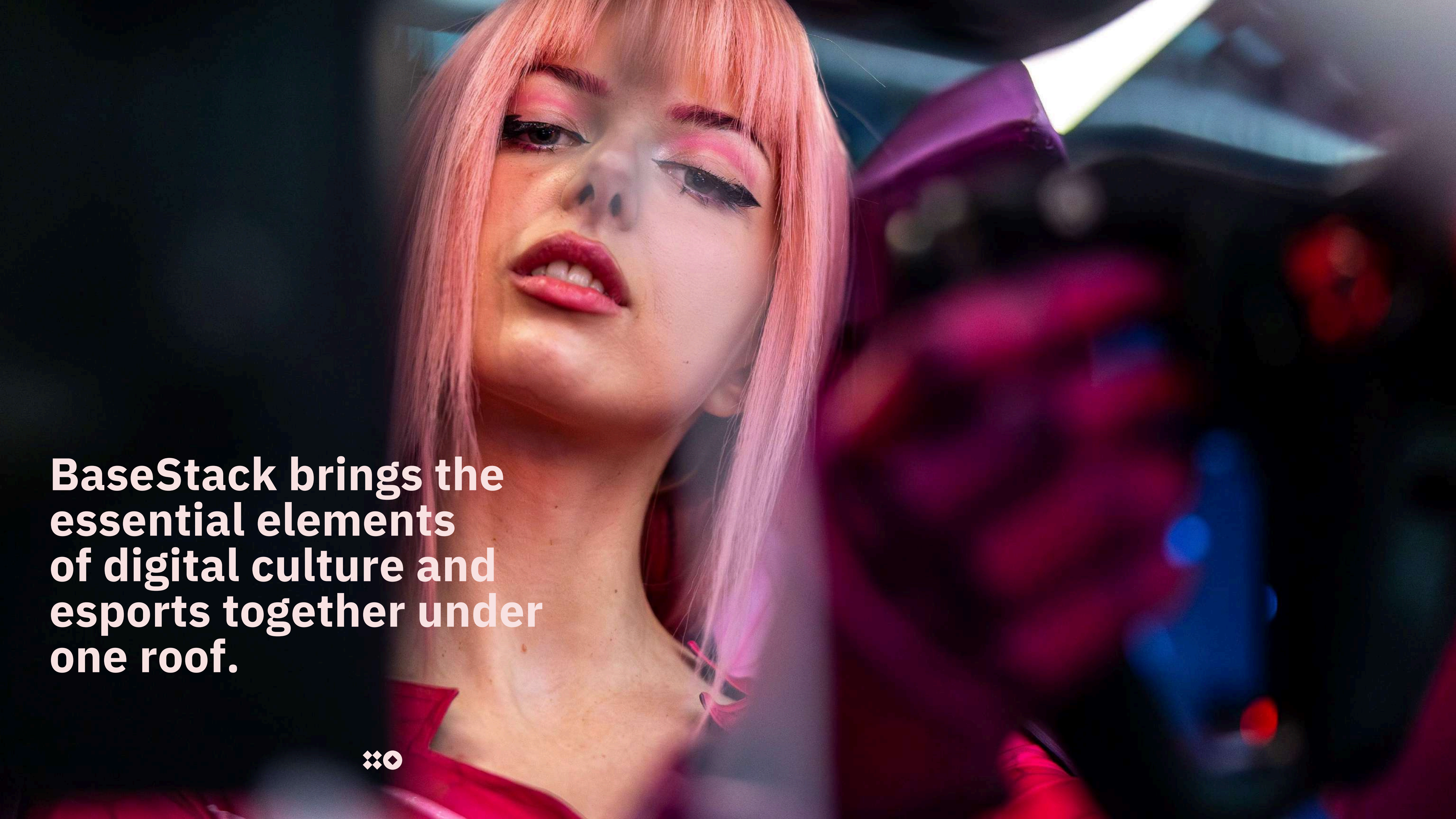


Rachel Butterworth CCO



Błażej Nakonieczny Venue Manager





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



360° Esports Experience



Strategic Partnerships



**eFOOTBALL
PARTNER**



DIABLO
CHAIRS

 **ENDORFY**



ESBD
eSport-Bund Deutschland

LEARN  ESPORT



Social Media



292.2K

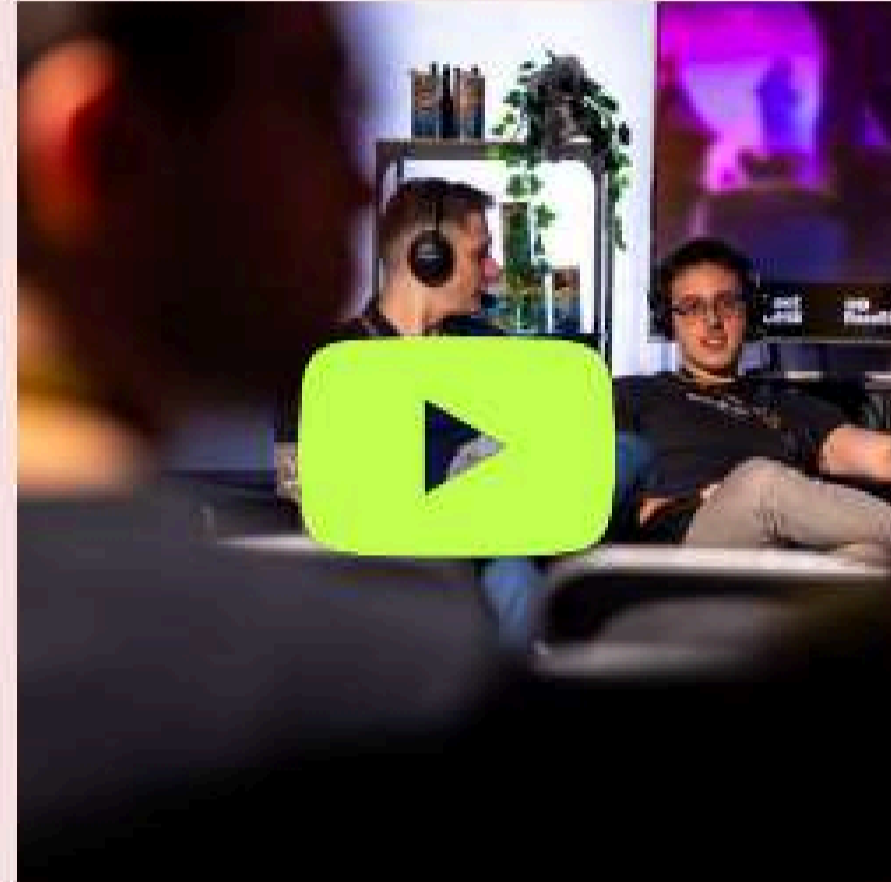
Followers

300M

Views

13M

Likes



129K

Followers

142M

Views

1.2M

Engagement



8.9K

Followers

9M

Reach



892

Followers

4.7k

Hours

Watched



6.7K

Followers

3M

Organic Impressions

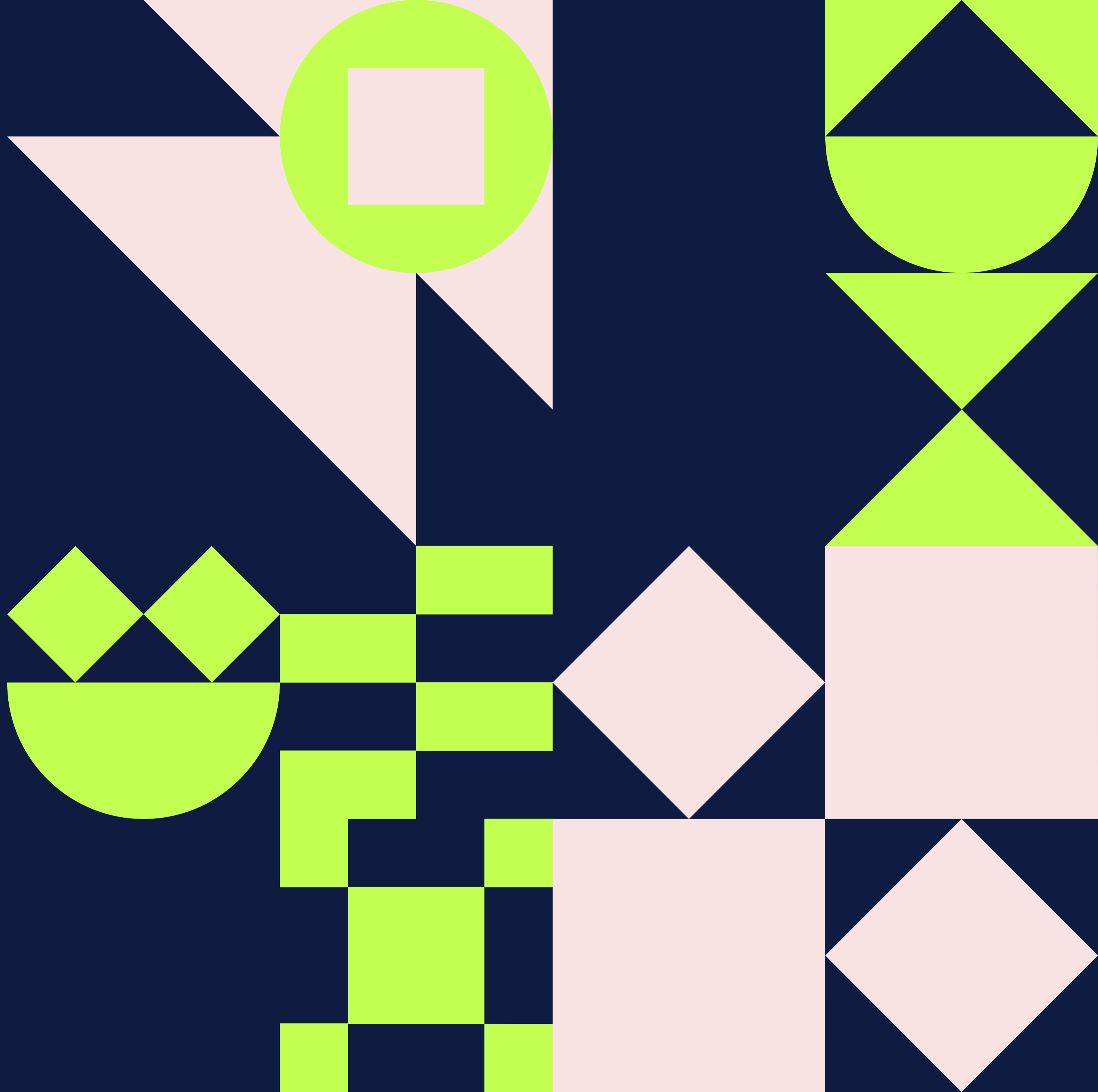
110K

Interactions

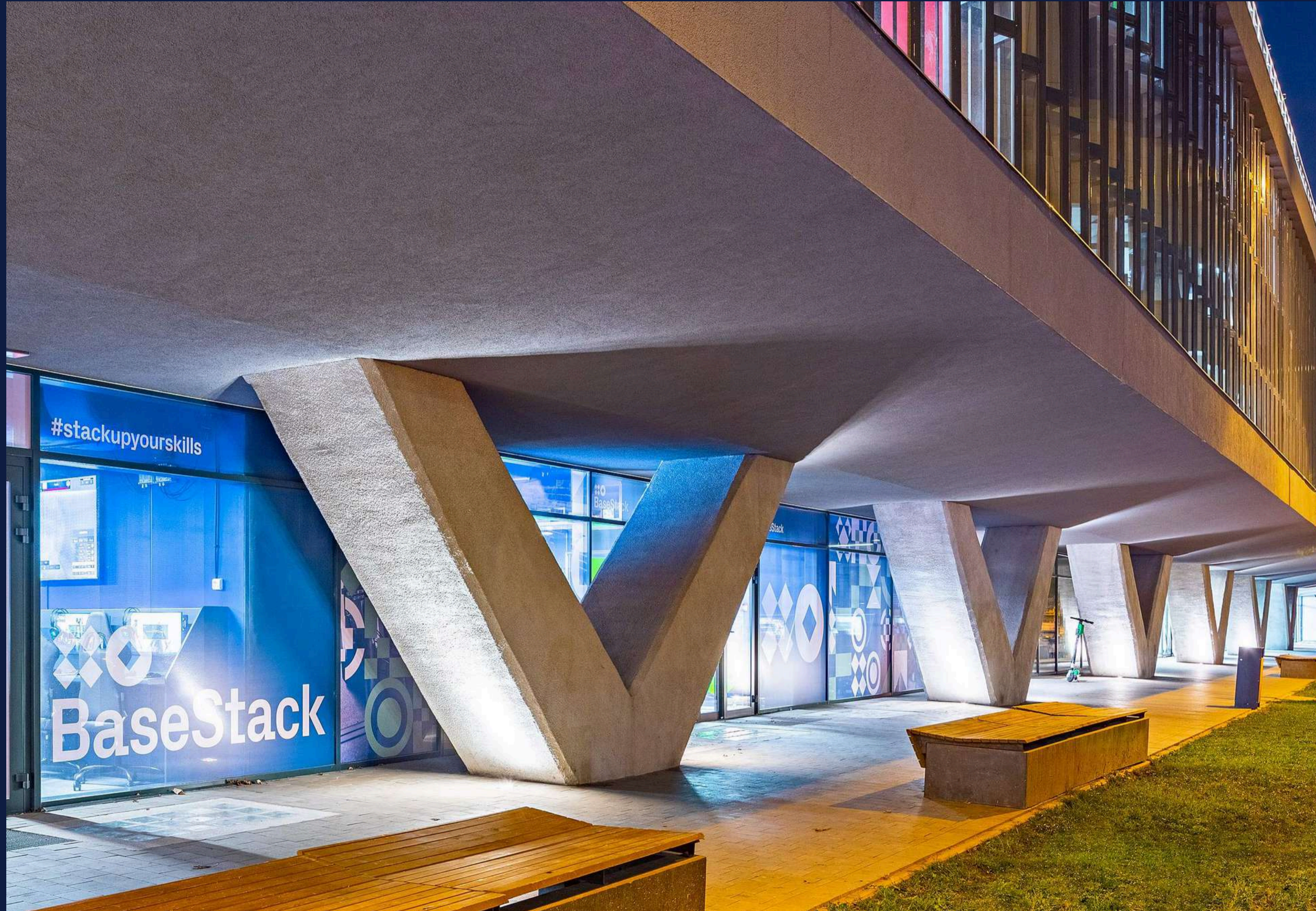


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BaseStack Łódź Poland



BaseStack Łódź

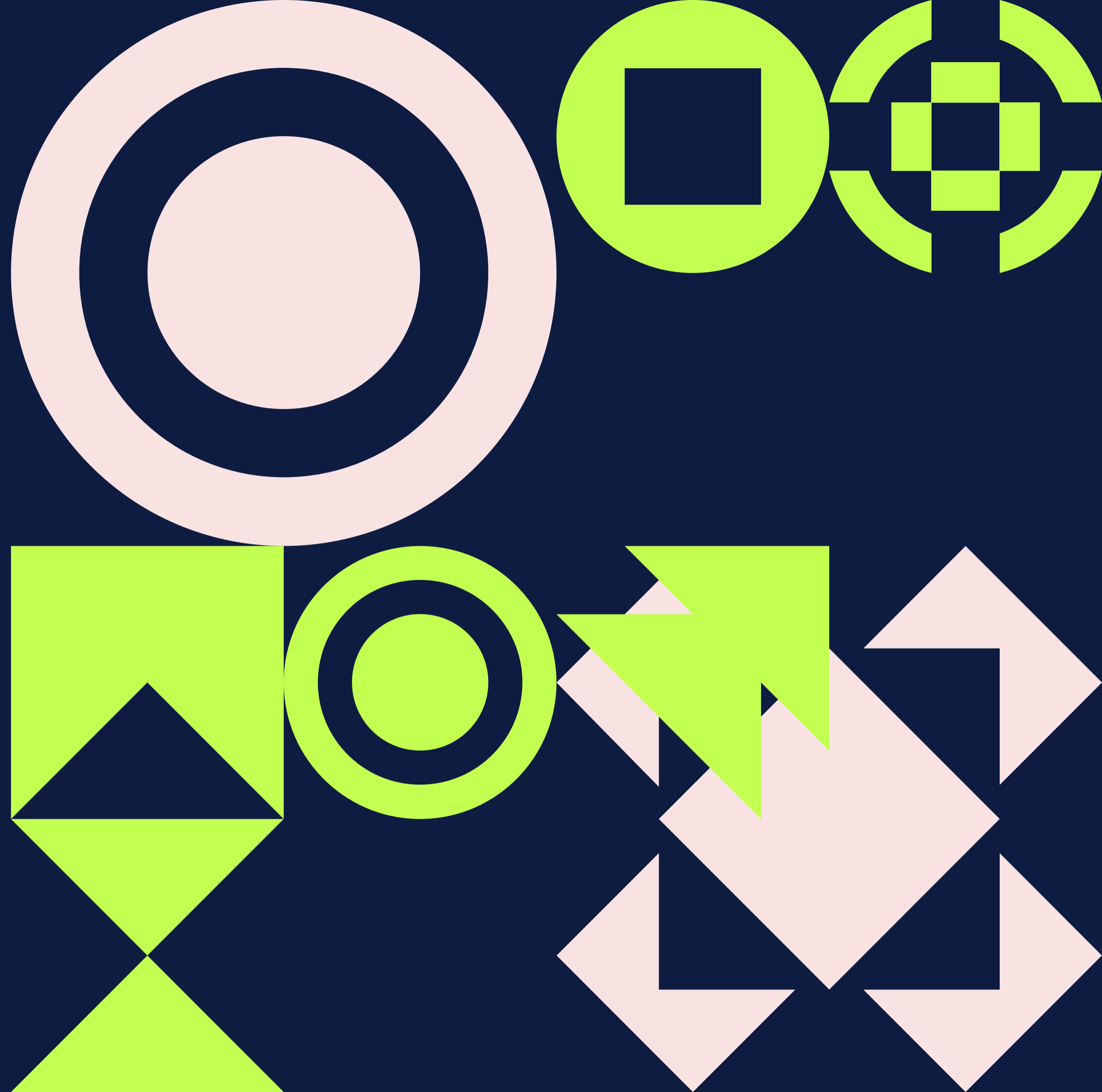


BaseStack Łódź



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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

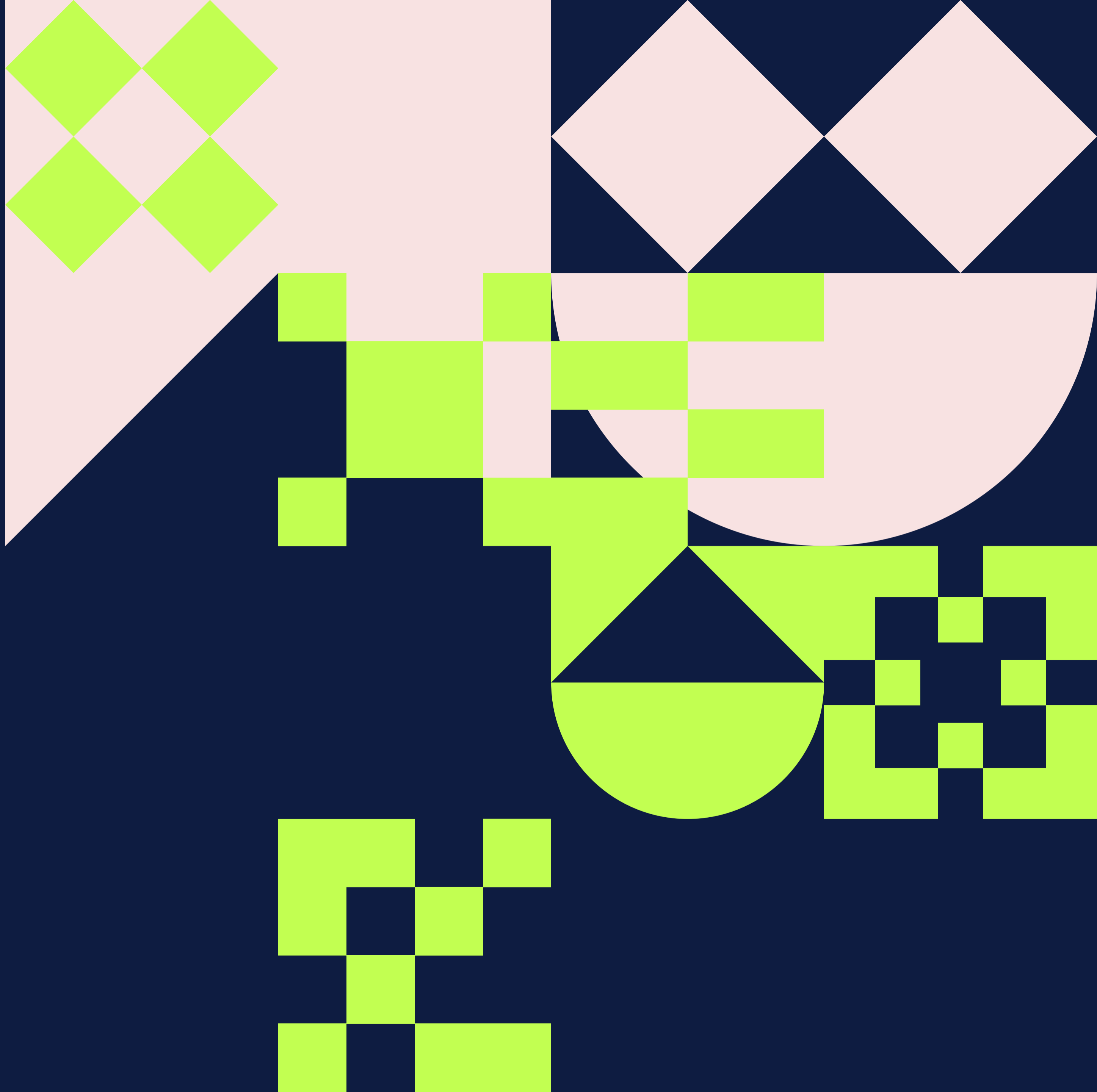
Branding on tournament and content streaming as well as SoMe post by BaseStack and co-operating influencers.

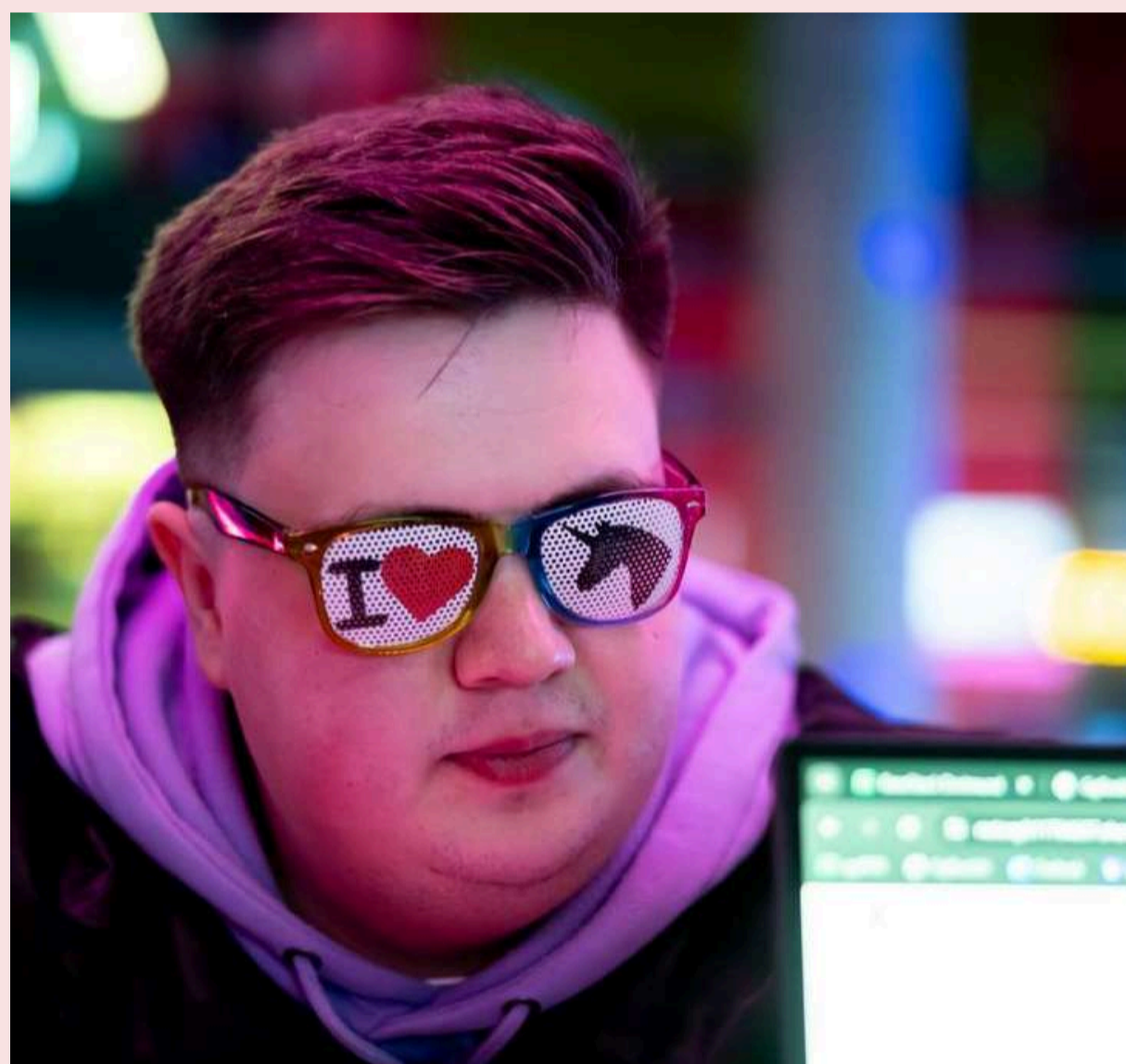
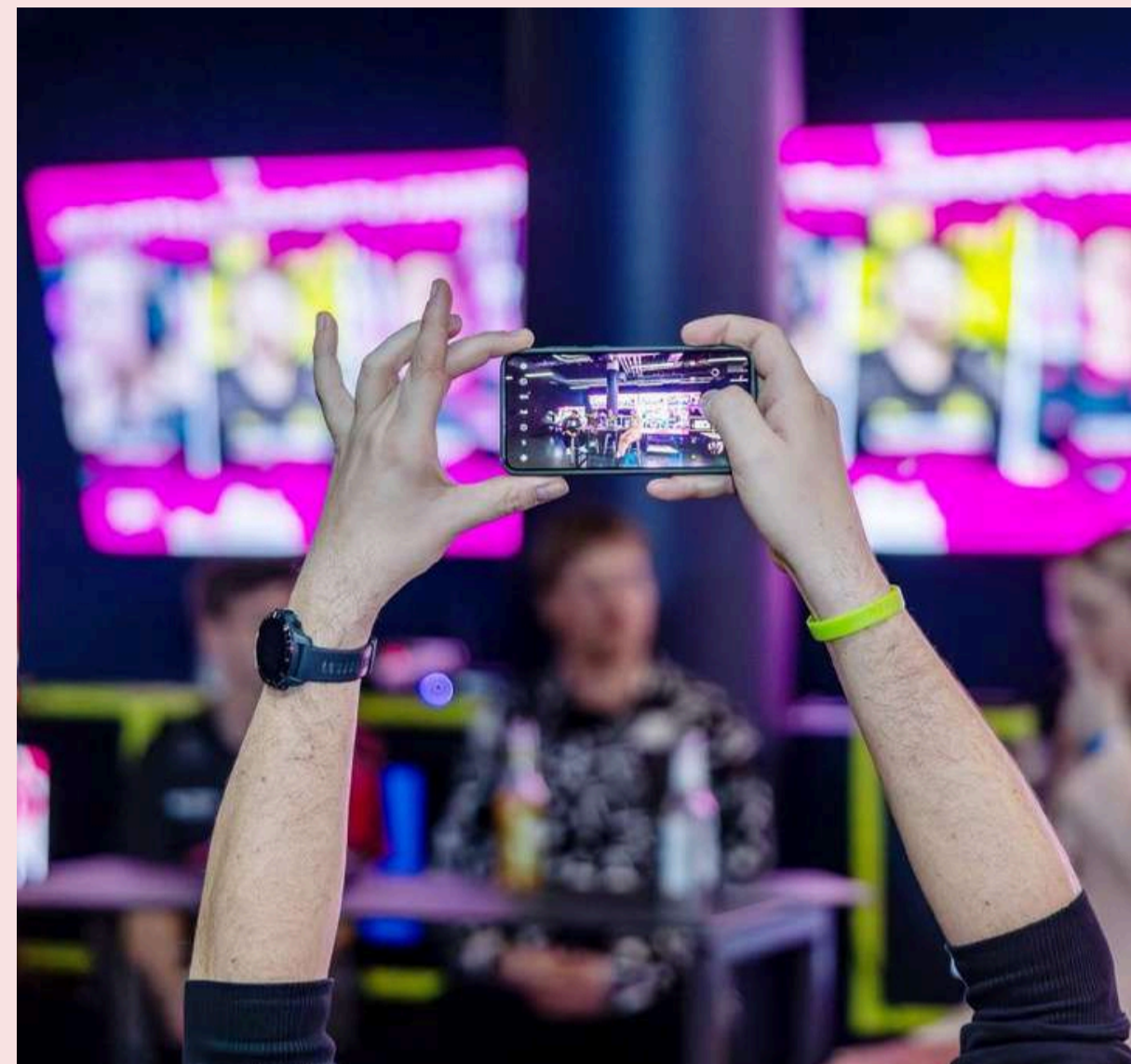
Sales

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

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Case Studies





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.



March 2024
basestack.gg

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.

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Let's talk about the next steps

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