

March 2024  
basestack.gg

# A 360° brand experience



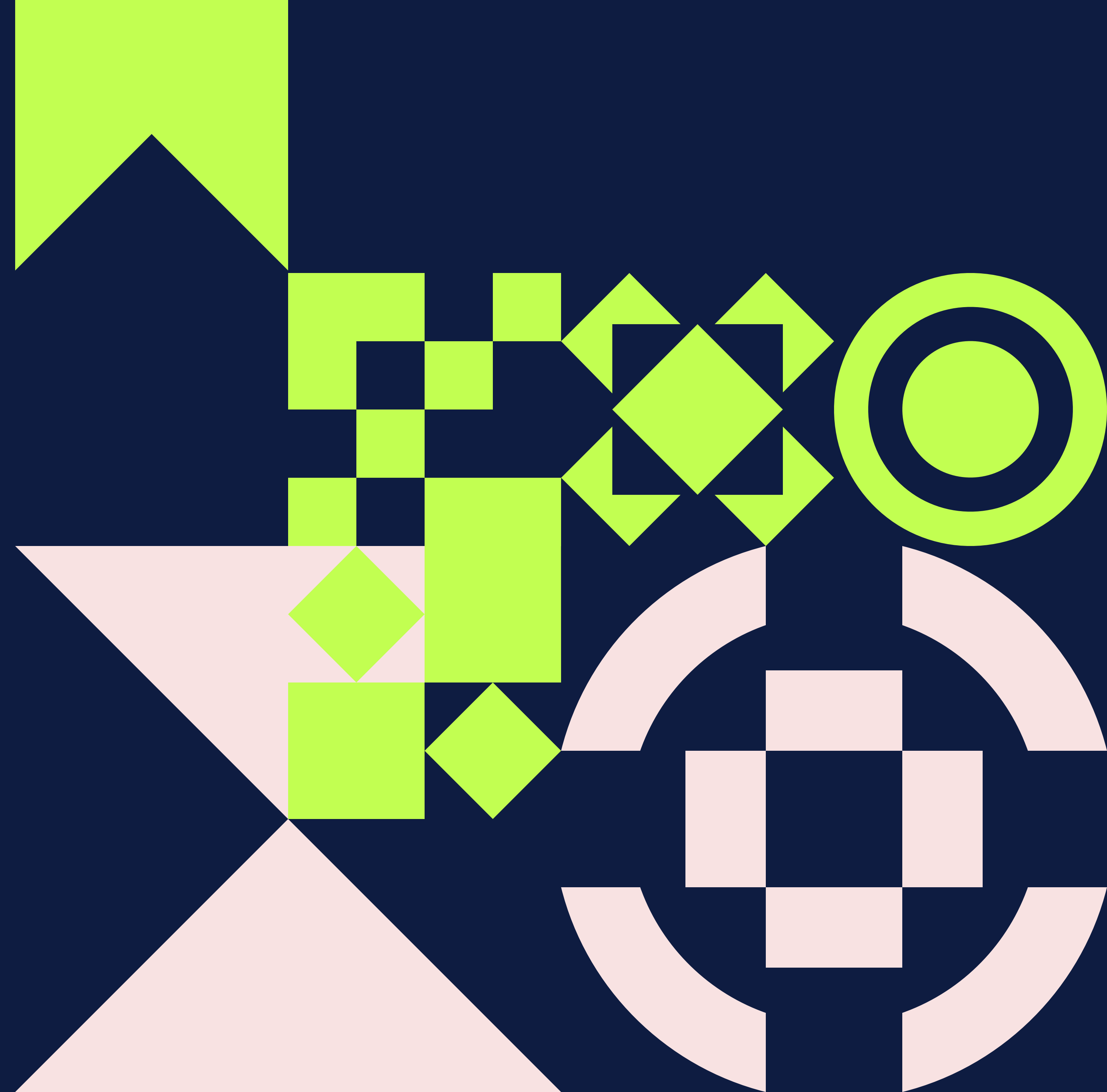
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# Introduction



# 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**



**660m<sup>2</sup>**

Across 2 floors

**96**

Top-spec Gaming  
PCs

**5**

Console Zones

**1**

Streaming &  
Podcast Studio

**25**

Gear Store  
Products

**30**

Events  
Tournaments  
Parties

**100m<sup>2</sup>**

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.



**1560m<sup>2</sup>**

City Center

**150+**

Gaming PCs

**9**

Bootcamp Rooms

**3**

Streaming &  
Podcast Studios

**1**

Café & Bar  
Gear Store

**3**

Watch Areas

**150m<sup>2</sup>**

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

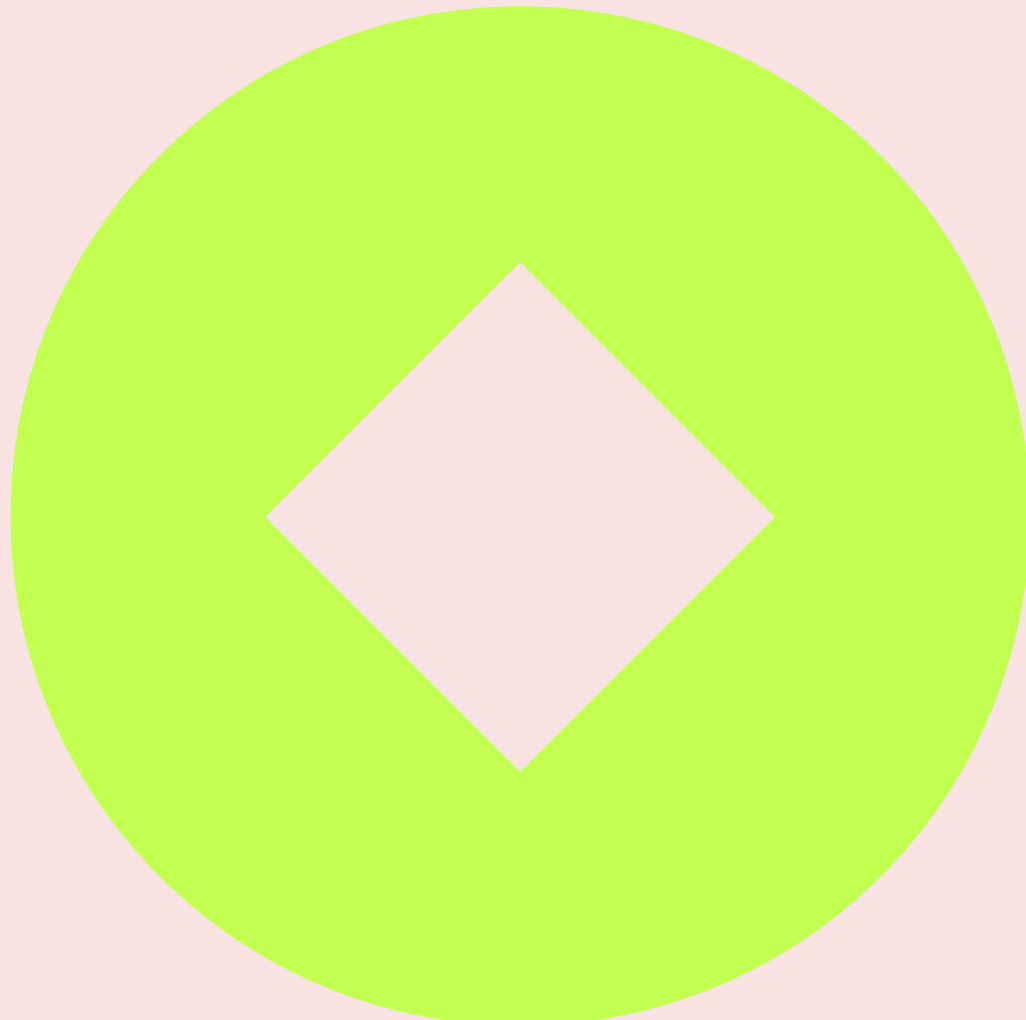
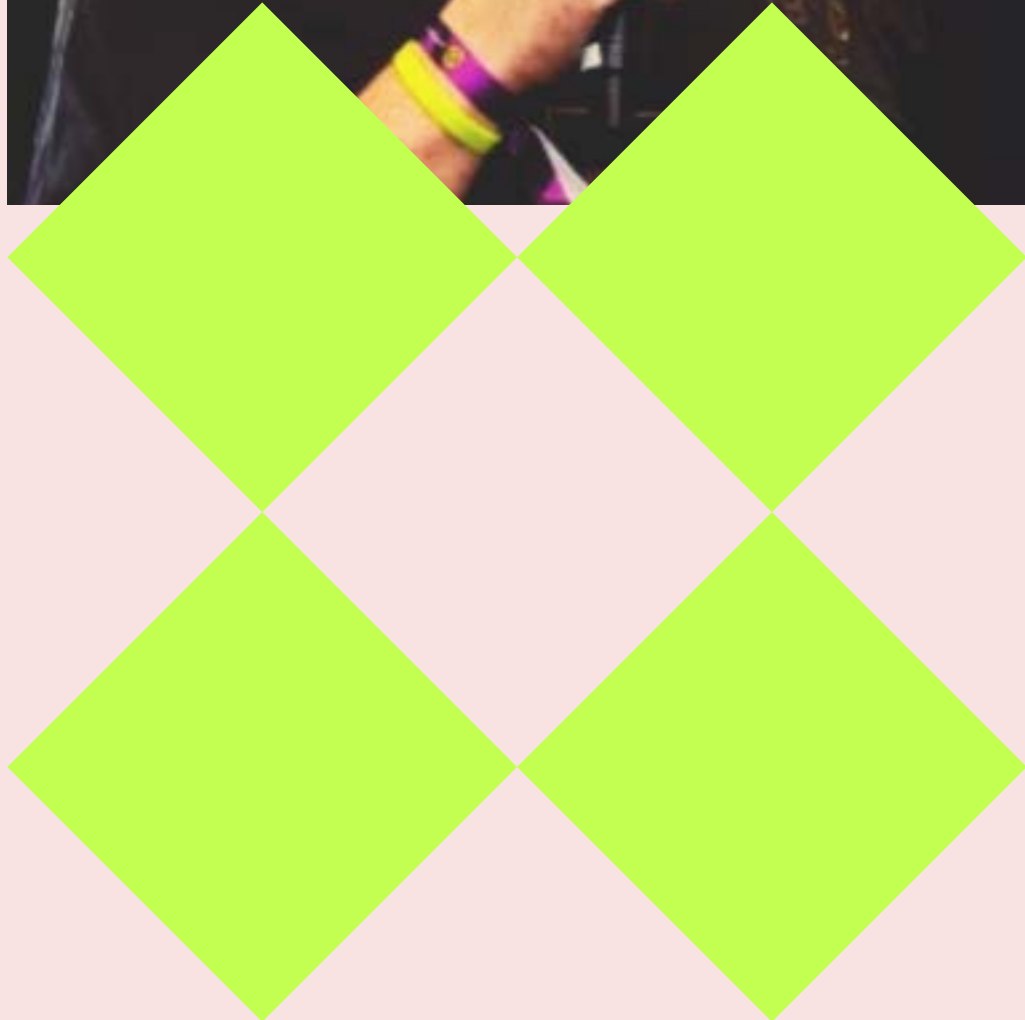
Justin Hamer CEO



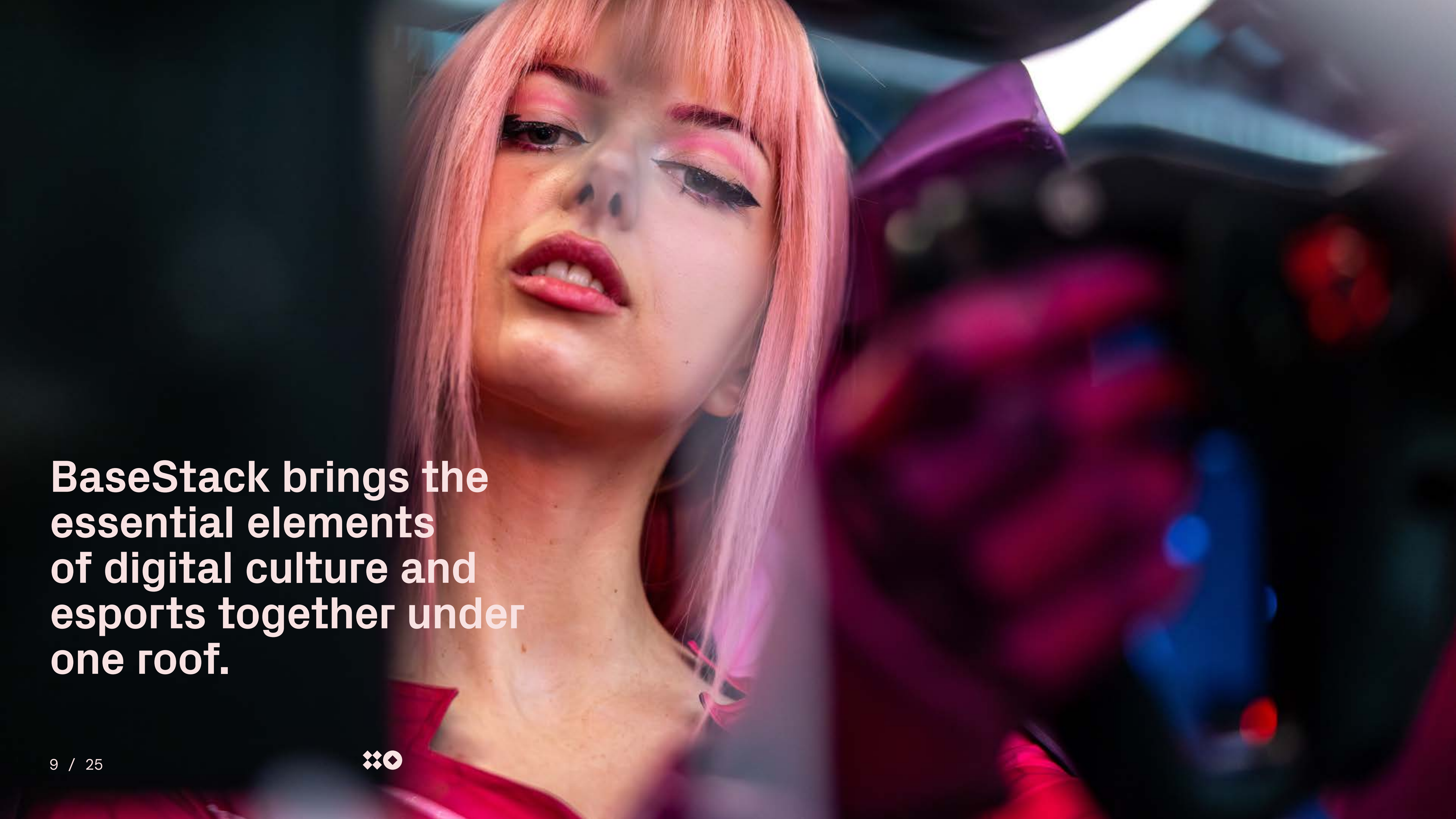
Rachel Butterworth CCO



Alexander Doberstau COO







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

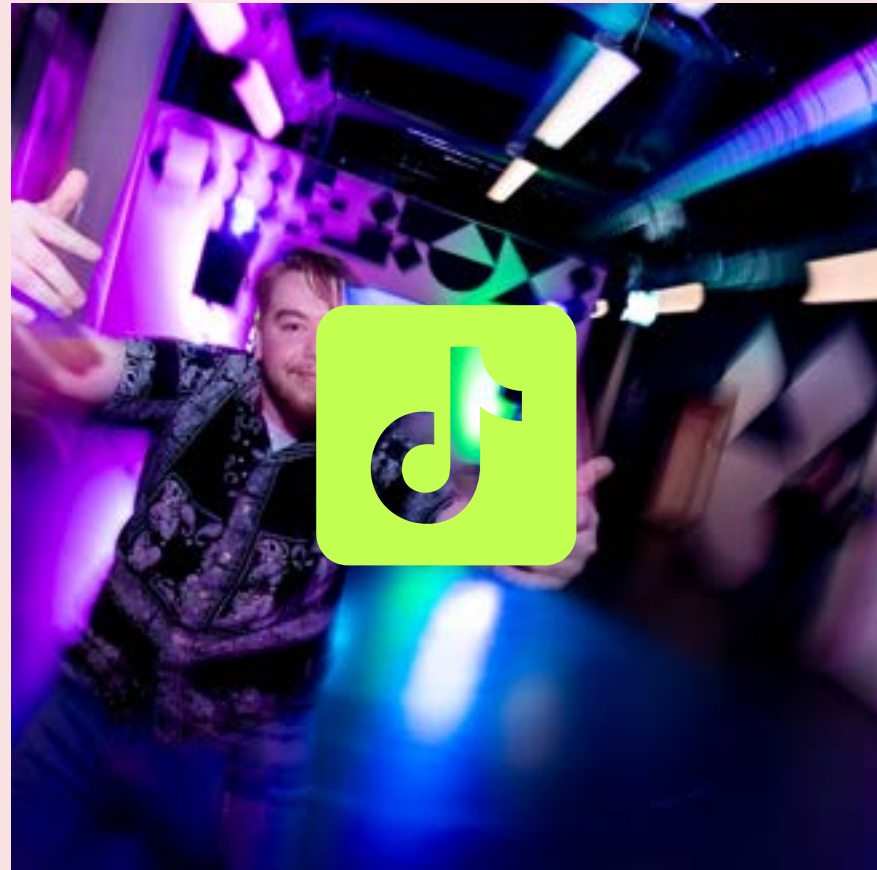
# 360° Esports Experience



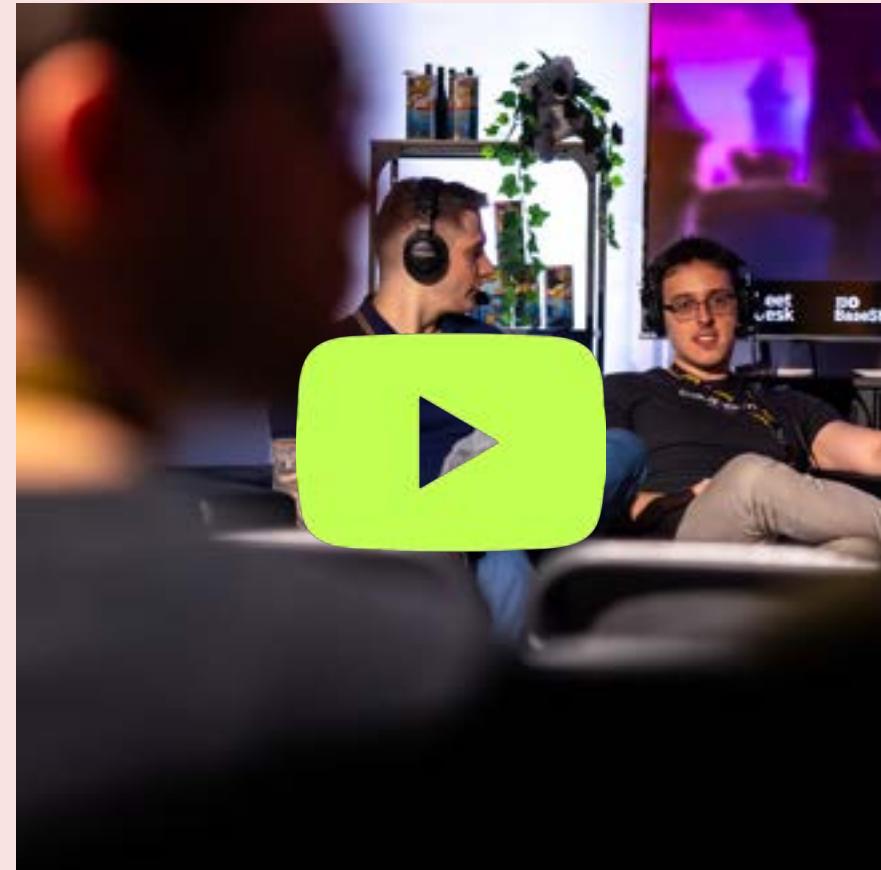
# Strategic Partnerships



# Social Media



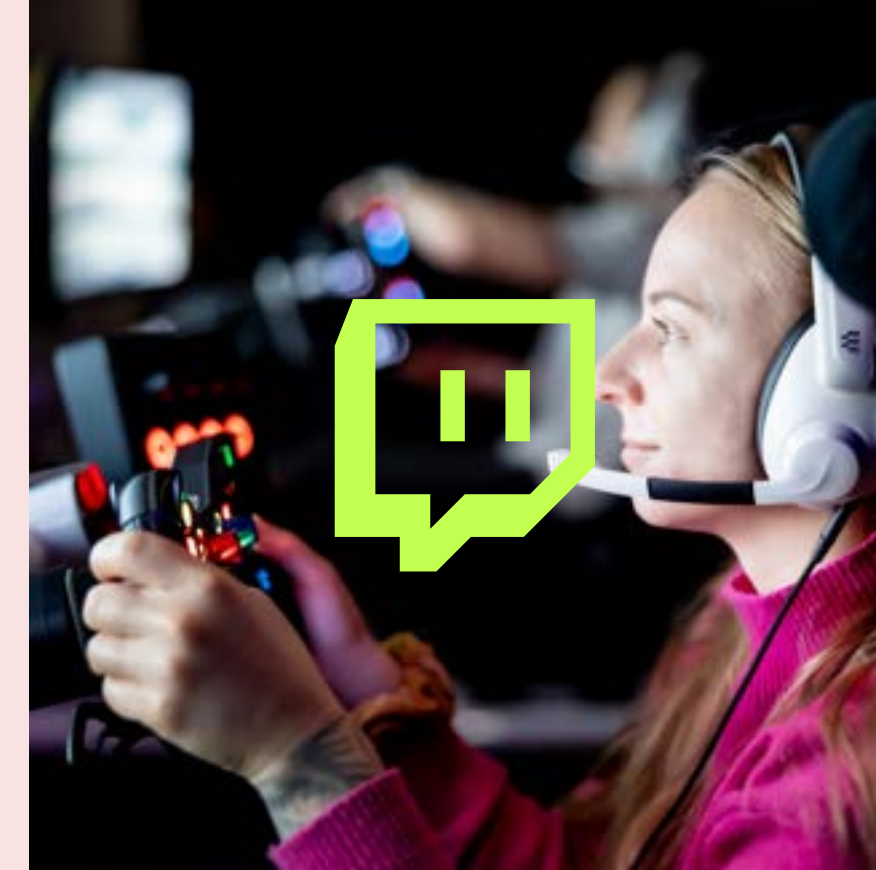
**280K**  
Followers  
**122M**  
Views  
**11M**  
Likes



**88.3K**  
Followers  
**78.3M**  
Views  
**441K**  
Engagement



**3.9K**  
Followers  
**2.8M**  
Reach



**87.4K**  
Subscribers  
**501K**  
Views

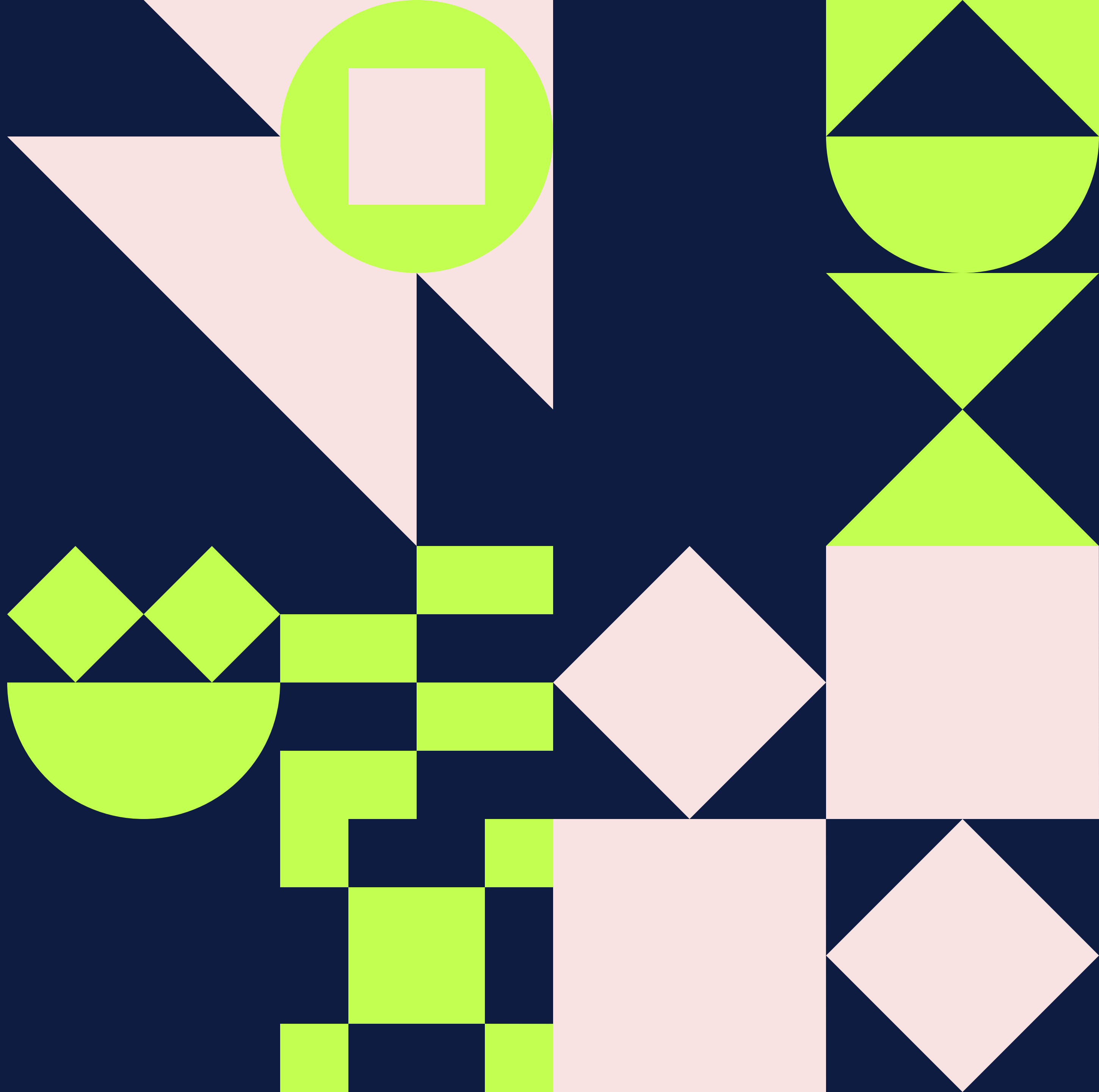


**2K**  
Followers  
**2.6M**  
Organic Impressions  
**84.6K**  
Interactions



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# BaseStack Łódź Poland



# BaseStack Łódź

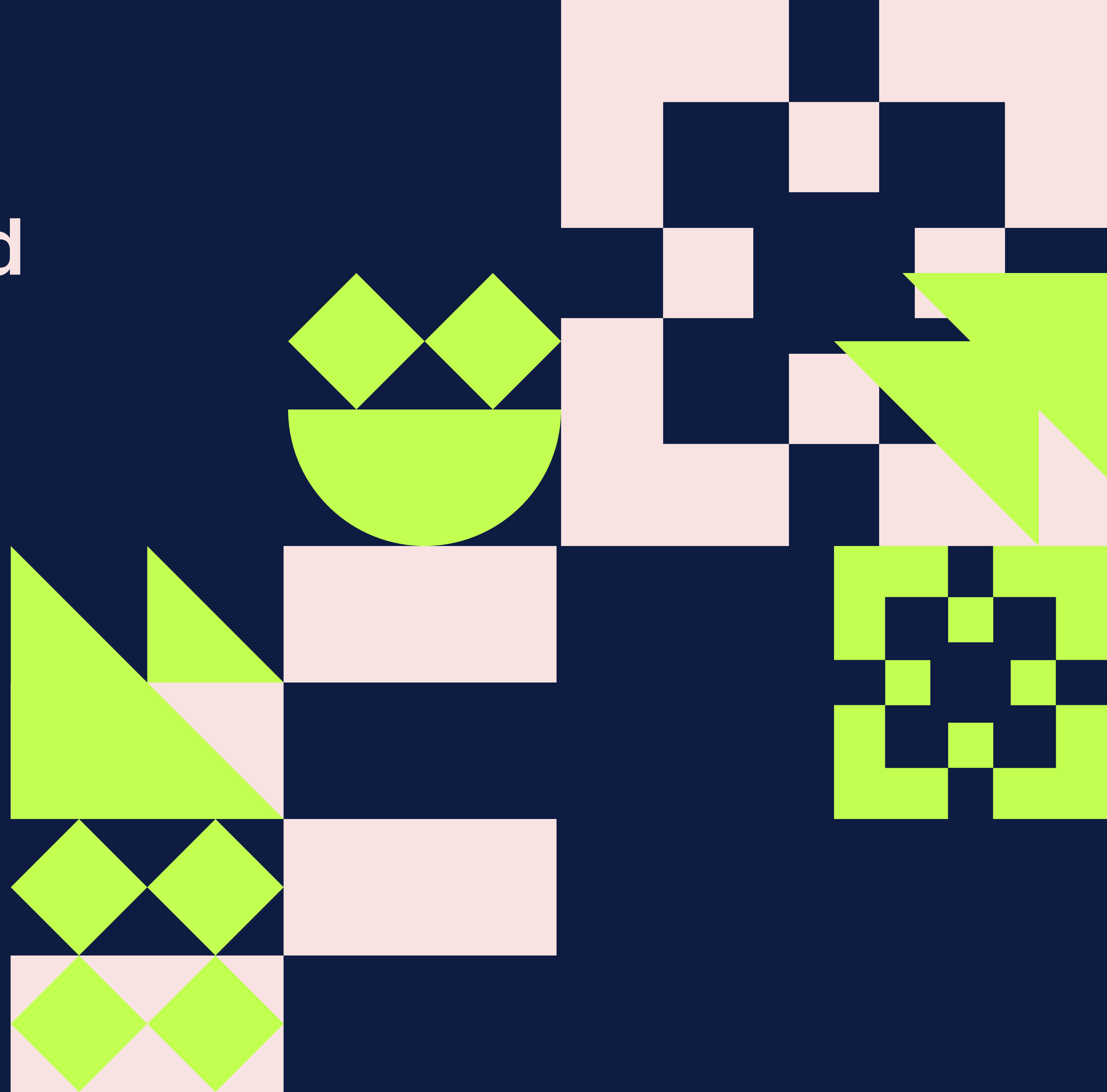


# BaseStack Łódź



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# BaseStack Dortmund Germany





# BaseStack Dortmund

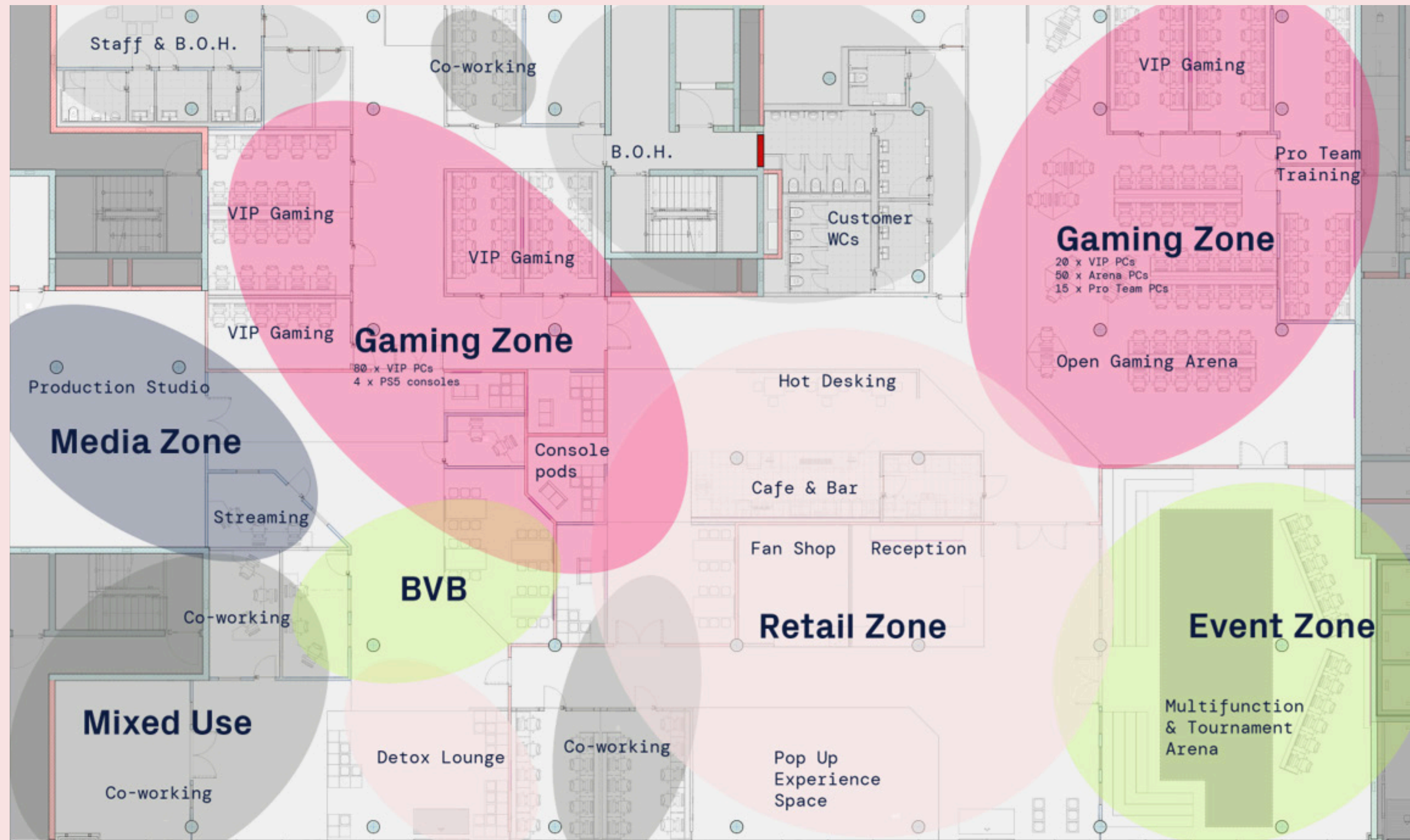


# BaseStack Dortmund



# 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

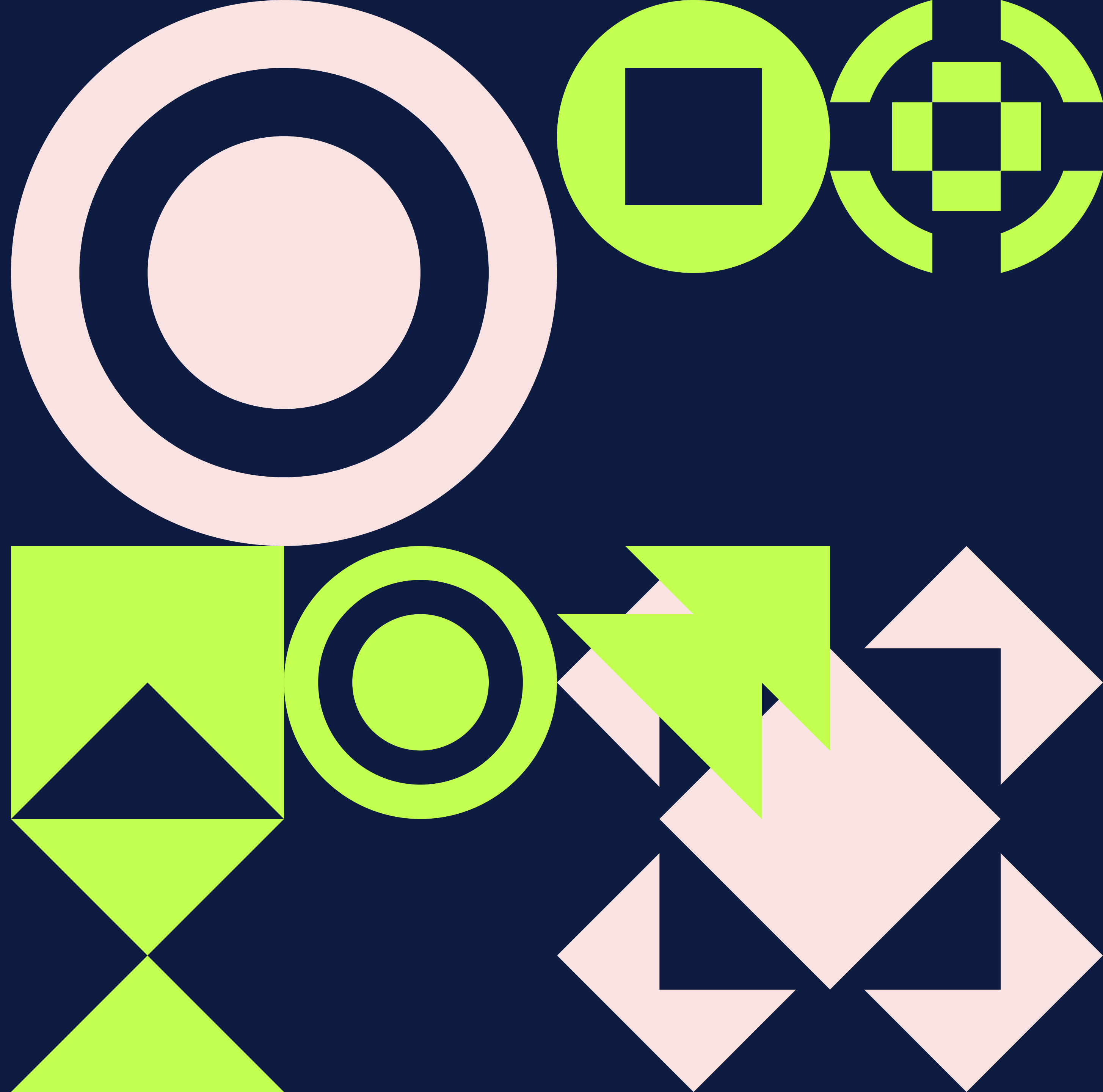
## Event Zone

- 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.

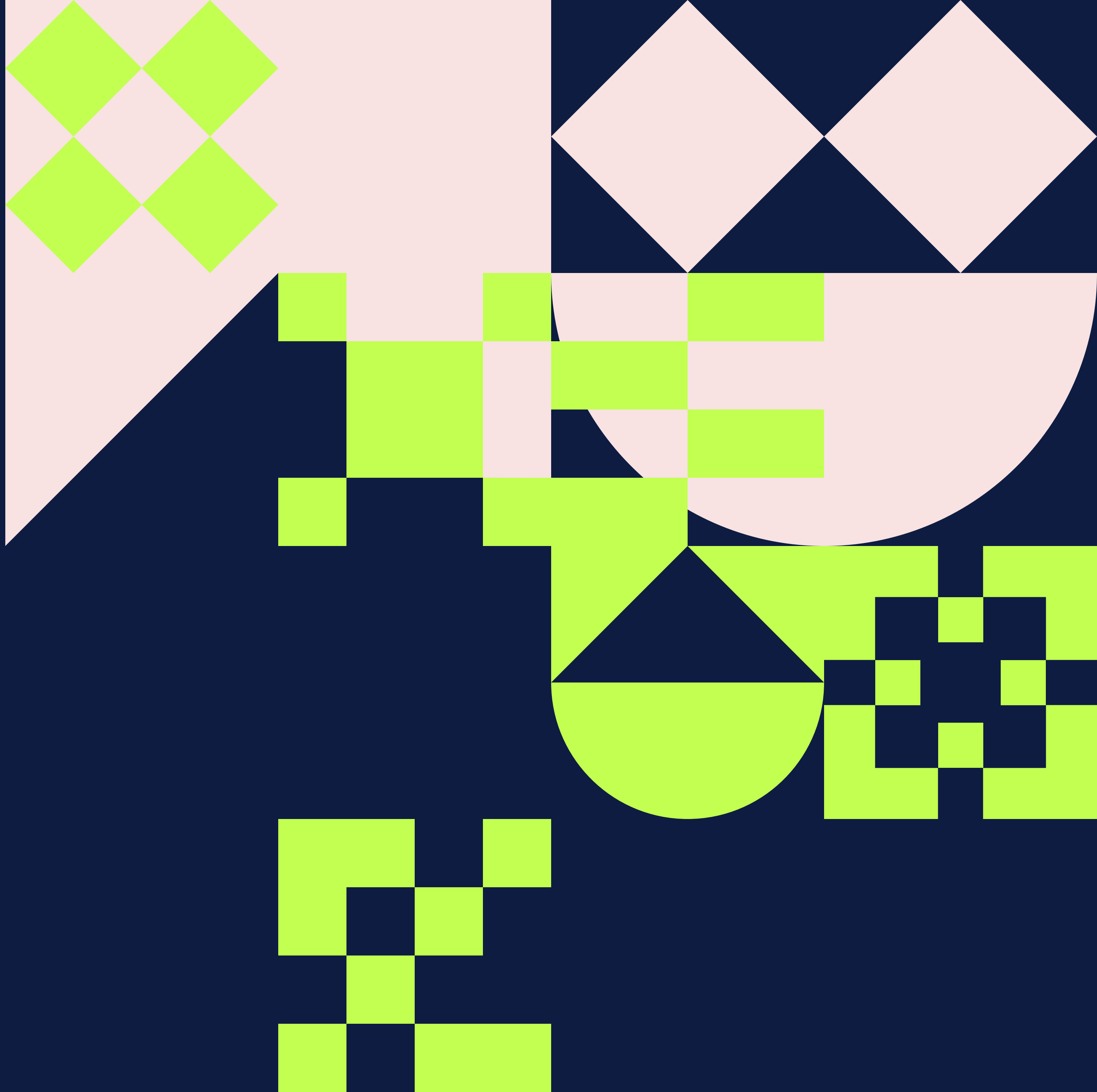
## Sales

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

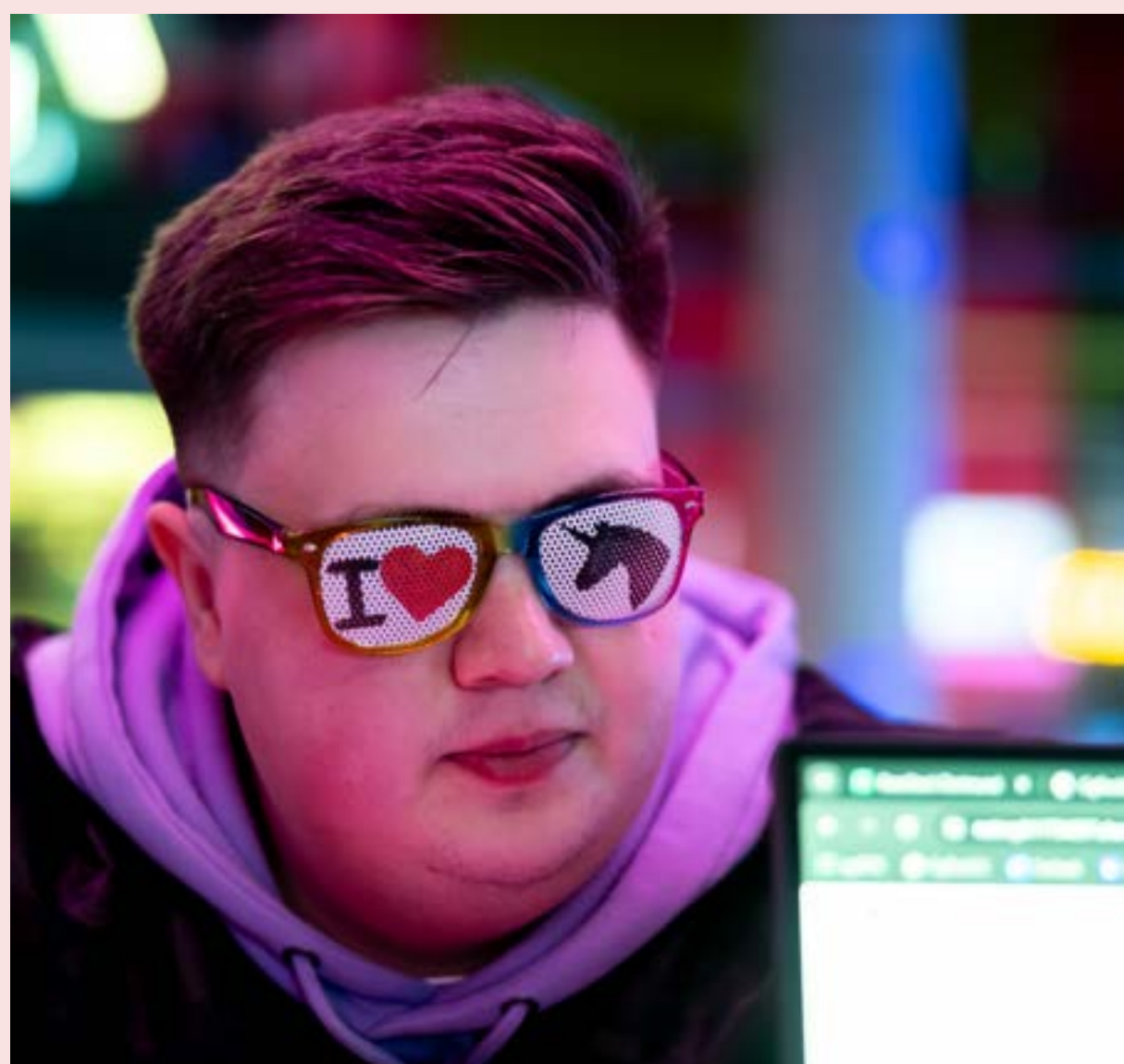
In over 10 tournaments, gamers had the opportunity to compete and win thrilling prizes, connecting participants through their shared love for the game.

## 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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