

# **Esports x Blackpool**

## **Progress Report**



A leading full service marketing agency in the gaming space based in Bisham.

We have delivered marketing activity, including esports, for global clients across the world over the last 20 years.

We really wanted to do something on our home patch.

# Steps taken



International and National esports scene reviewed to identify events that could be attracted to Blackpool.

We recognise that for esports events at any level it is not usually ticket sales or sponsorship that generate income. Where money is generated is in the footprint of fans as they pay for travel, book hotels, access wider tourism opportunities, eat, drink and party. All of which Blackpool can provide plentifully

Discussions held with potential targets to understand schedule, costings and potential audiences.

Costed proposal submitted to Blackpool Council to secure funding for pilot event.

**Based on that now being approved we are pleased to announce....**





**Winter Gardens Blackpool**  
**10-12th November 2023**

# Key Facts

|                          |                                        |
|--------------------------|----------------------------------------|
| Event Lead:              | Europa Halo                            |
| Consulting organisation: | Jellymedia                             |
| Format:                  | 20 Team open event with online seeding |
| Announcement date:       | 29th July 2023                         |

## Aim:

To attract fans for the weekend to enjoy esports but also book hotel rooms, experience local hospitality and spend at local tourist attractions.

**Where you come in!**

# We would welcome...

jelly

## Partners/sponsors

- Cash or contra offer e.g hotel rooms, equipment etc.
- Offers of discount tickets/entry
- Location for an after party with some costs covered

## In return

*Depending on investment level we will:*

Include brand in all marketing including promotional emails/ticketing/in event marketing



The logo for Jelly, featuring the word "jelly" in a white, lowercase, italicized serif font. The background is a solid red color with faint, concentric circular lines in a lighter shade of red, creating a ripple effect.

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