



Home of
Electronic Sports



eSportTent





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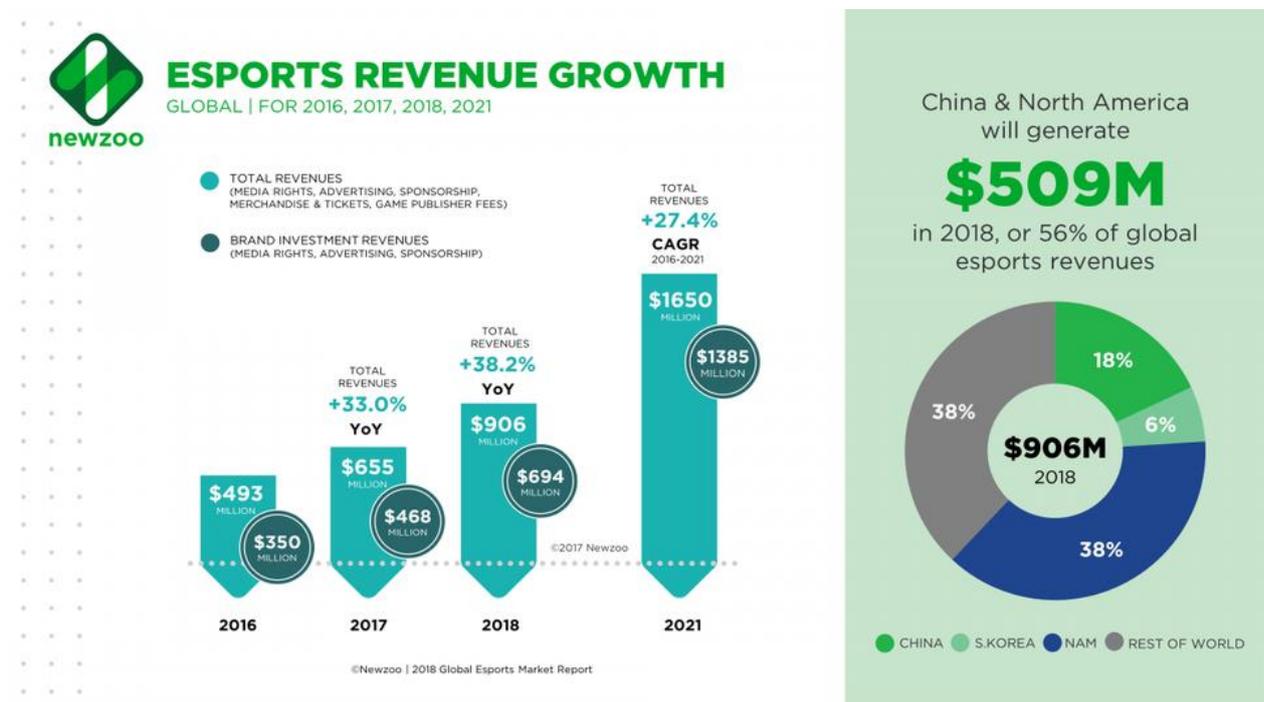
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Background on ESPORTS

E-Sports (Electronic Sports) is a form of competition organized by several local or international organizations involving different types of video games.

The Esports industry may hit a serious growth spurt this year (2018) , according to new data from Newzoo.

By 2021, revenues could reach \$1.65 billion



Graph showing the Esports revenue growth from Newzoo

Esports industry is growing in Saudi Arabia and the government is taking interest to increase the awareness after establishing SAFEIS (Saudi Arabian Federation for Electronic and Intellectual Sports) in 2017.

Saudi Arabia is a young population and the gaming community is growing which are , most likely, the main target for Esports activity.

In the last year many big tournaments were organized by SAFIES and GSA (General Sports Authority) such as:

- GSA eSPORTS CUP 2018
- GSA Fifa 18 tournament qualifier to FIFA 18 World Cup
- Regional OverWatch Tournament 218

Esports as an industry is built on the general public interest and the opportunities for them to prove their skill through an official competitive atmosphere.

This was done globally through gaming companies or specialized Tournament Organizing companies that insure that this atmosphere is guaranteed in the most professional way possible. Usually big-name companies such as (Blizzard, EA, Capcom ...etc.) carry out the tournament focused their games. On the other hand, there are other multi-game tournaments that are carried around the world throughout the year and the most notable examples are:

- EVO (FGC)
- DreamHack

EVO is largest annual FGC (Fighting Games Community) tournament that started in 1996 and is now held every year in Las Vegas with over 5000 attendances.

DreamHack is a specialized company in organizing Esports related event and gaming conventions. It was recognized by Guinness World Records for being the world's largest LAN party and computer festival with the world's fastest Internet connection, and the most generated traffic.



DreamHack Logo (Left) EVO logo (Right)

Vision

EST is a newly established company in KSA that aims to raise the awareness of Esports industry in the region and with the founders' over 5 years of experience in the field we aim to achieve the professional level in the region that matches the global scale.

The main vision is to increase the overall Esports industry awareness and quality in the region. This can be achieved by have stable competition tournaments' environments and official teams to help players compete in different places and cities on the highest levels.



Side of EVO 2017 Finals

What we offer

Event Organization

The team has a lot of experience in organizing big events with huge number of participants. This includes a lot of precautions and planning in order to insure the best possible outcomes. For this reason, many workshops, meetings and rehearsals are done before any major event and this includes the following:

- Registration process: which includes a lot of planning to insure all registered players are accounted for and present on the day of the event.
- Space utilization: which includes the layout of the chairs, screen, consoles, table ...etc. in order to insure the best and most optimal space utilization possible.
- Crowd control: which can be done by designating the flows and routes for people not involved in the activity to insure the safety and comfortability of the participants

Tournament Organization

The team has a lot of experience in organizing big scale tournaments with huge number of players. For this reason, many workshops, meetings and rehearsals are done before any major event and this includes the following:

- Brackets: which includes the input of correct names and making the seeding for the higher level of players to insure the professionalism of the tournament
- Calling players to their games: which insures time keeping is well organized in order to finish on time and with lowest waiting times for all players.
- Enforcing World Professional Esports Rules: which includes games rulings for each game and using equipment approved and authorized by global Esports federations such as (lagless screen, gaming mouse, gaming keyboard, gaming arcade stick, gaming controller , etc.)
- Settling disputes between players: which requires the knowledge of world standard rules in each game.

Professional Live Stream

The team has a lot of experience in conducted and managing live streams on different platforms such as: Twitch.com. All global tournaments require live streaming in order to expand the viewership to the entire world and help expand the fanbase and advertisements to each tournament. The team has many in-house skills which include the following:

- **Stream directing:** which insures that the stream is viewer friendly with accurate names and results for every match. Also insures all transitions between cameras and scenes is done as smooth as possible for viewer satisfaction.
- **Technical Support:** which insures that the stream is running smoothly with no problems of frame rate drop or quality (Audio, Video) drops for better viewer satisfaction. This includes the knowledge of newest equipment and technology in the market to make sure the up to date stream quality.

Professional Live Commentary

Professional commentary is an essential part of any Esports live stream and the team includes a variety of professional commentators onboard for several games. The commentators have many tasks and skills such as:

- **Game Knowledge:** which helps the play by play analysis for the viewers.
- **Speech Skill:** which grabs of attention of the viewers and insures the continuity of watching the tournament matches to the end.

Known Parties EsportTent worked with



SAFEIS
الاتحاد السعودي للرياضات الإلكترونية والذهنية
SAUDI ARABIAN FEDERATION
FOR ELECTRONIC & INTELLECTUAL SPORTS



SAFEIS logo (Left) Challenge Arena logo (Middle) Pro-Arena logo (Right)

SAFEIS

SAFEIS is the governmental body that was established in Saudi Arabia to raise the quality of Esports in the country. It was established on 2017 under the supervision of Prince Faisal bin Bandar. The federation had many notable organized tournaments and the most notable to date are:

- GSA eSPORTS CUP 2018
- GSA Fifa 18 tournament qualifier to FIFA 18 World Cup
- Regional OverWatch Tournament 218

Challenge Arena

Challenge Arena is the first Esports specialized center in Riyadh, KSA and one of the most influential in the industry. They are also the official specialist partner with SAFEIS that handles and organizes the SAFEIS Esports related events. Their center is focused on growing the Esports community and mentality through several Esports tournaments and constant care and attention.

Pro-Arena

Pro-Arena is a specialized studio for Esports related events and coverage. The studio hosts many several Esports tournaments and helps broadcasting them in a professional stream and live commentary in different games. They also provide the service for outside events to insure the best quality and viewership experience.

Esports Teams Partnership

EsportTent has good relations with many professional Esports teams in the region. Also, EsportTent has a working partnership with 2 of the biggest teams in Riyadh (RevSol , Squall) and is working to include and support all teams to thrive under the EsportTent umbrella.



RevSol logo (Left) Squall logo (Right)

Esports Tournament Experience

EsportTent has many references and experiences with many different entities in addition to self-organized and sponsored tournaments. In the following sections it will be more explained as follows:

- SAFEIS Tournament Experience
- EsportTent Organized and Sponsored Tournament Experience
- EsportTent Other Experiences

SAFEIS Tournament Experience

EsportTent took a part of the latest GSA tournament GSA eSPORTS CUP 2018 that took place in Riyadh and featured different types of games such as:

- Fifa 18
- League of legends
- Tekken 7
- Super Smash Wii U
- Mario Kart Deluxe

This tournament had more than 1,000 participants for Fifa 18 and over 200 for Tekken 7 and Super Smash Wii U. These players were picked out of more than 20,000 potential registrations. Finally , the League of Legends tournament was an invitational that included the best teams in the region only and the Mario Kart tournament was a fun semi Esports activity.

The team handled the Smash and Tekken games that were held outdoors during the span of 3 days in addition to helping in the main stage setup and organization.



Pictures from the Event GSA eSPORTS CUP 2018



GSA eSPORTS CUP
March 1- 3 Thursday - Saturday
at King Abdullah Petroleum Studies And Research Center

 **SAFEIS**
Saudi Authority for
Electronics & Intellectual Sports

 General Sports Authority
الهيئة العامة للرياضة

PARTICIPATE NOW

LEAGUE OF LEGENDS

FIFA 18
Emirates

SUPERHEROES

WARRIORS

Announcement of the Event GSA eSPORTS CUP 2018

EsportTent Organized and Sponsored Tournament Experience

EsportTent 2017

This tournament was a Fighting Games focused tournament that was held in Challenge Arena esports center in 2017 with a prize pool of 10,000 SR. The tournament featured the biggest titles of the Fighting Games genre such as:

- Super Smash Wii U
- Tekken 7
- Street Fighters V

The tournaments ran through the span of 2 days with pools finishing at Day 1 and top 8 on Day 2. All games were live streamed with highest standards and professional directing expertise of a specialist director from Pro-Arena and an in-house professional commentary. Also, all matches were played on licensed and approved professional monitors from BenQ for the FGC games.



Pictures from the Event EST 2017 (Left) Winners EST 2017 (Right)



ESport Tent Tournaments
21~23 September At **CHALLENGE ARENA**



 Organizer 	 Organizer 	 Organizer 
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 **Total Prize Pool of 10,000 SR**

 **Entry Fee : 100 SR for 1 or 2 games, additional 50 SR for all 3 games**

 **Tournaments timetables will be announced later**

 +966 56 693 1034  @ESportTent

Announcement of the Event EST 2017

KO2018

This is the second full FGC focused tournament done fully by the EsportTent team and was held in the EsportTent HQ in 2018 with a prize pool of 10,000 SR (Partly sponsored and hosted by TCG Master). The tournament featured the biggest titles of the Fighting Games genre such as:

- Super Smash Wii U
- Tekken 7
- Dragon Ball FighterZ

The tournaments ran through the span of 2 days with pools finishing at Day 1 and top 8 on Day 2. All games were live streamed with highest standards with in-house professional directing expertise and professional commentary. Also, all matches were played on licensed and approved professional monitors from BenQ for the FGC games. In addition, the event had several side tournaments and side events for the spectators in addition to high resolution projector for viewer's best experience possible for the finals.

KO2018 is considered one of the biggest fully specialized FGC tournaments in the region with some of the highest attendance rates of FGC enthusiasts in the GCC region.



ESport Tent
Presents
Knock Out Series (KO 2018)

EST ESPORT TENT **KO 2018**

TEKKEN 7 **SUPER SMASHBROS. for Wii U** **DRAGONBALL FighterZ**

Pools 7th September Finals 8th September

Total Prizes Value of **10,000 SR**

Entry Fee
50 SR for a game
70 SR for two games
100 SR for three games

jointly sponsored by **TCG Master**

+966 56 693 1034 @ESportTent

Announcement of the Event KO 2018



Winners in KO 2018 (Each game different picture)



Pictures from KO 2018

RiyadhSmashers

RiyadhSmashers is the leading Riyadh Super Smash Community and one of the biggest in the region that is focused on the Super Smash game series and is working hand in hand with EsportTent. RiyadhSmashers was established in 2014 and had many high-level experiences in tournament organization in several gaming events and small weeklies. The biggest RiyadhSmashers tournament is Desert Knights Series (DK) and in the following section are more details:

Desert Knights

DK is one of the most prestigious Super Smash tournament series in the GCC region that started in early 2016. This tournament has the highest level of play as only top players from each region are invited to participate through a series of qualifiers or through the highest rankings in the local PR (Power Ranking).

This tournament was done 4 times to date and featured a variety of players that came through from various parts of the GCC. Many notable players also started their journey with professional Esports teams from this tournament and most notably is MooM from Cocodrilos Esports team.

This tournament is managed and organized fully from in-house team with the highest level of professionalism and high-quality live stream. The stream is managed and directed by in-house team and includes professional commentary for all matches. In addition to that, side tournaments like (Super Smash Wii U- Teams format & Super Smash Melee) are featured. Also, side activities throughout the tournament are conducted such as random prizes raffles for all the viewers and participants to insure the overall satisfaction of everyone playing and watching the tournament.



RiyadhSmashers logo (Left) Desert Knights logo (Right)



Picture from the closing of the first Desert Knights in 2016

Desert Knights III Qualified Players

Region	Qualified Players
Riyadh Smashers	777, Tooky, Vorg, Zanza, Arash, Dr_Tusk, Nokuu, ExtraMHD, The Gertigs, Jokaxx, oOotnto0o, Gogeta, Metrance
TECH THAT!	MooM, steelballray, Salt LOL, MHFfelem, SkyWarriorX, EmadoSama
ESKARUS	Zash, Galaxy, Bad apple, Saika, Tunder, Borf
SSBQ	Prince M
UAE SMASHERS	Snack, Prado, Moku
Fist in the East	Khaled, MDL
BuShaheen	BuShaheen

Organazer: Riyadh Smashers | Sponsor: ساحة الرياض proarena

February 10, 2017 4:30 PM AST - Pro Arena
Riyadh, Kingdom of Saudi Arabia

List of Top players qualified from each region in DK3 2017

Locals

The term “Locals” is usually used to indicate a tournament that targets the local communities and is usually done in a weekly or monthly basis. In addition to the above-mentioned tournaments, EsportTent organized and managed more than 60 local tournaments in several games such as:

- Super Smash Wii U (Singles, Doubles)
- Tekken 7
- Dragon Ball FighterZ
- Guilty Gear Xrd
- Injustice 2
- Soul Caliber 6



Pictures from Several Locals

EsportTent Other Experiences

EsportTent members worked in many different gaming tournaments in the last 5 years with big educational names such as AlFaisal University, Prince Sultan University and King Saud University and with other Esports partners such as Pro Arena and Challenge Arena. The following part will demonstrate some of these events:

GG event 2015

This event was established and hosted in Prince Sultan University in 2015 and sponsored by Xbox KSA and featured a variety of games such as:

- Fifa 15
- Forza
- Super Smash Wii U
- Hearth Stone
- Yu-Gi-Oh

The event had all games run at the same time on the span of one day and the team was mainly in charge of the Super Smash for Wii U tournament that had more than 90 entrants. In addition, the team took part of organizing the whole event to end up with the most professional event possible.



Picture from the closing of GG event 2015

AlFaisal Gaming League 2017

This event was established and hosted in AlFaisal University in 2017 and featured a variety of games such as:

- Fifa 17
- Street Fighter V
- Super Smash Wii U
- Hearth Stone

The event had 2 days split between the two genders and had an overall number of entrants more than 600 people. The male event had all games run in the same time on the span of one day and the team was mainly in charge of the Super Smash for Wii U tournament that had more than 90 entrants. In addition, the team took part of organizing the whole event to end up with the most professional event possible. Also, the team provided the consoles for the female event, but the organizers were from the in-house female staff.



Picture from the closing of AlFaisal Gaming League 2017

@AlfaisalGI GamersincAU GamersincAU

GAMING LEAGUE 2017

Males 28th of April اشعبان شباب

Females 29th of April ٢ شعبان نساء

Alfaisal University جامعة الفيصل

3-11 PM ٣-١١ م

Stay tuned!!! ترقبونا!!!

FIFA 17 ROCKET LEAGUE STREET FIGHTER 3X SUPER SMASH BROS

AND MORE! وزيادة

PRIZES INCLUDE

PS4 Pro NINTENDO SWITCH PS4 Slim

NINTENDO 3DS XL & Cash prizes

TOURNAMENTS

In collaboration with

Riyadh Smashers CHALLENGE ARENA R.H.

Catering Sponsors

BURGY THE REAL BURGER شاورمكي SHAWARME BUFFALO WILD WINGS

13+

Announcement of Alfaisal Gaming League 2017 with several sponsors shown

Challenge Arena Ramadan Seasons 2016 & 2017

Challenge Arena is one of the leading entrepreneurs in the KSA Esports industry and the EsportTent team was a part of their 2016 and 2017 Ramadan tournaments seasons that featured a variety of games such as:

- League of Legends
- Super Smash Wii U.
- Hearth Stone.

The tournaments were featured throughout the holy month of Ramadan and the team was mainly in charge of the Super Smash Wii U tournament and a part of the team to support the other tournaments. This series only featured League of Legends tournament in 2018.



Picture from the closing of Challenge Arena Ramadan 2017

Game Nation 2018

Game Nation is a convention that was introduced for the first time in Nov 2018 in Hofuf - ALAhsa. This convention was targeted towards the gaming and Japanese culture enthusiasts. The natural terrain that this convention was conducted on gave it a very special atmosphere. There were also many shows on the main stage with other shops all around selling various types of merchandise. The reception of the event was very good with over 20,000+ participants in total.



Picture from the main stage for Game Nation 2018

In addition, the event had 3 big Esports tournaments in 3 different games which are: Fifa 19, Tekken 7 and Fortnite which happened from Wed to Sat 14 to 17 Nov 2018. The overall prize pool was 125,000 SR with one Kia Stinger car. The tournaments were well received with overall participants reaching more than 800 participants divided between the 3 games as follows:

- Tekken 7: 160+
- Fifa 19: 310 +
- Fortnite: 330+

The Esports section was mainly managed by Challenge Arena with the EsportTent team handling the Tekken 7 tournament in addition to other event organizing tasks. The participants were divided into pools to minimize the crowd in the venue and ease the tournament progress then each pool will have 2 winners that will advance to the next stage. Using this method helped controlling the number of people and making the environments as comfortable and insured the smooth progress into the final stages. Each day had one tournament and all the finalist played on stream in the last day and the overall time schedule was as follows:

- Wed 14-11-2018: Tekken 7 Pools
- Thu 15-11-2018: Fifa 19 Pools
- Fri 16-11-2018: Fortnite Pools
- Sat 17-11-2018: Finals



Pictures from the Esports Tournaments at Game Nation 2018

KSU Press Start 2018

Press start is an entertainment event that took place in King Saud University (KSU) Female main hall in Riyadh. This event included various entertainment activities and many indie game developers' booths to support the small and new game developers. This event was organized by the digital minds club in the computer science college of KSU. The event was split into 2 days with the full first day and half of the second day exclusively for females and half of the second day for male. EsportTent was the equipment sponsor for both days and the organizer of the Esports activities for the second day in the event.



Announcement banner for the Esports Tournaments at KSU Press Start 2018

The tournament included 2 games (Super Smash Wii U, Tekken7) with over 60 participants from inside and outside the university. The main challenge in this event is the short time to finish the 2 games with the time constrain of 3.5 hours only. The tournaments were conducted on 12 Esports specialized equipment and were done on time with great reception from student and professors of the university.



Side of the Esports tournaments in KSU Press Start 2018

ATTACHMENTS