YOUR  
LOGO

**COMPANY NAME**

ESPORTS TOURNAMENT-PRODUCTION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for the opportunity to submit a proposal for producing your upcoming esports tournament. At [Your Company Name], we specialize in end-to-end tournament planning, live broadcast, and fan engagement for high-impact competitive gaming events.  
  
This proposal outlines our strategy to deliver a seamless, professional esports experience for [Tournament Name or Client Name].

# Project Objectives

The primary goals are:  
  
- Host a professionally produced esports tournament with high viewer engagement  
- Provide smooth operations for players, talent, and teams  
- Maximize online and on-site audience participation  
- Deliver high-quality live streams and branded content

# Proposed Services

Our tournament production services include:  
  
- Tournament design, ruleset development, and registration setup  
- Broadcast production (casters, cameras, overlays, replays)  
- Platform management (Twitch, YouTube, social media)  
- Stage and venue coordination (if applicable)  
- Sponsorship integration and graphics

# Scope of Work

Scope includes:  
  
- Event planning and technical logistics  
- Bracket setup and match management  
- On-air talent coordination and production scripting  
- Pre-roll content and highlight reel creation  
- Post-event analytics and content archive

# Timeline

Proposed production timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Pre-Production | Ruleset, branding, staffing, platform prep | [Start Date] |
| Production Setup | Overlay, equipment, dry runs | [Date] |
| Tournament Execution | Broadcast, live matches, real-time updates | [Date] |
| Post-Event | Recap video, stats report, archive | [Completion Date] |

# Pricing

Estimated cost breakdown for full tournament production services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Tournament Planning | Format, registration, and scheduling | [Amount] |
| Broadcast Production | Casters, camera crew, overlays, software | [Amount] |
| Venue/Platform Management | On-site/remote infrastructure setup | [Amount] |
| Post-Production | Edits, highlights, reporting | [Amount] |
| Total Estimated Cost |  | [Total] |

# About Us

[Your Company Name] is an esports production and media agency with a history of delivering engaging, scalable, and brand-friendly tournaments.  
  
- Experience: [X] years producing tournaments for publishers, teams, and platforms  
- Expertise: Game titles (e.g., Valorant, LoL, CS:GO, Fortnite), OBS/VMIX/NDI workflows  
- Mission: To grow esports communities through elite-level production and storytelling

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Regional championship with 32 teams, 50k viewers peak  
- Outcome: 98% uptime across 4-day stream, 130% social engagement increase  
  
Testimonial:  
“[Your Company Name] made our esports event feel like a global stage. From stream quality to player coordination—they nailed it.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% on confirmation, 30% before live event, 20% after content delivery.  
Client Responsibilities: Provide branding, access to IP (if needed), and key sponsor requirements.  
Adjustments: Changes in scope, platform, or production size must be agreed in writing.

# Acceptance

To approve this Esports Tournament Production Proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title / Organization]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_