

COMPETITIVE
PEOPLE
PROGRESSION

CALL OF DUTY
CHALLENGERS
EUROPE



PARTNERSHIP DECK | V3

EUROPEAN CALL OF DUTY CHALLENGERS ORGANIZATION

EARN YOUR PLACE.

Built for performance. Designed for progression.

EARN
YOUR
PLACE.

MORE
THAN
A GAME

@MERITCOD • MERITCOD.COM • CONTACT@MERITCOD.COM



COMPETITIVE PEOPLE PROGRESSION

EUROPEAN
CALL OF DUTY
CHALLENGERS
ORGANIZATION

THE OPPORTUNITY

Why MERIT, Why Now

- ✓ Swiss-founded European Call of Duty Challengers project
- ✓ Premium brand identity already in place
- ✓ Official website, X presence, business email and sponsor-ready assets
- ✓ Clear competitive plan: build a T32–T16 core and develop into Elite

PLAYERS
BRANDS
COMMUNITY
A BIGGER
TOMORROW



BRAND

Premium visual
identity



REACH

Social, website &
event content



STRUCTURE

Competitive, content &
partner foundation



MOMENTUM

Early-stage entry point
with upside

WHY BRANDS PARTNER WITH MERIT

A partnership built around visibility, association, content and story.

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VISIBILITY

Presence across website, X, matchday posts and roster graphics

01



ASSOCIATION

Align with a performance-driven European esports brand

02



CONTENT

Partner integrations in announcements, recaps and event coverage

03



STORY

Become part of a rising project from the beginning

04

EARLY PARTNERS GAIN **FIRST-MOVER VISIBILITY** AND **STRONGER LONG-TERM POSITIONING.**

WHERE SPONSOR SUPPORT GOES

Clear competitive impact. Direct support for attendance and progression.



TEAM PASSES

Competitive access for key Challengers events



TRAVEL

Flights, trains and local mobility for LAN attendance



ACCOMMODATION

Hotel and stay costs for event weekends



Support can be structured as cash, products, services or event-specific backing.

PARTNERSHIP PACKAGES

Flexible support levels for brands that want to grow with MERIT.



M

BRONZE

CHF 500 / year

- ✓ Logo on partner page
- ✓ Website link
- ✓ Partner announcement
- ✓ 1 social mention

SUPPORT THE FOUNDATION.



M

SILVER

CHF 1,000 / year

- ✓ All Bronze benefits
- ✓ Higher website placement
- ✓ Selected event graphics
- ✓ Multiple social mentions

GREATER VISIBILITY.



M

GOLD

CHF 2,500 / year

- ✓ All Silver benefits
- ✓ Prominent placement
- ✓ Regular content integration
- ✓ Potential jersey/apparel visibility*

DEEPER INTEGRATION.



M

PLATINUM

CHF 5,000 / year

- ✓ All Gold benefits
- ✓ Premium placement
- ✓ Recurring campaign integration
- ✓ Priority activation opportunities

BUILT FOR LONG-TERM IMPACT.



M

MAIN PARTNER

Custom

- ✓ Highest visibility
- ✓ Main partner positioning
- ✓ Tailored activation plan
- ✓ Potential category exclusivity

A SHARED WINNING FUTURE.

* Jersey/apparel visibility depends on event rules, production timing and competitive requirements.

MERIT EVENT PARTNER

The clearest and fastest way to support one concrete competitive step.

From **CHF 500 / event**



WHAT IT FUNDS

A defined event-related cost such as Team Passes, selected travel costs or part of LAN attendance.



WHAT PARTNERS GET

Event announcement, website placement, event graphic integration and post-event recap mention.



WHY IT WORKS

A clear, affordable and easy-to-approve way to support one specific competitive moment.

“ MERIT ATTENDS [EVENT] SUPPORTED BY [PARTNER]. ”



EUROPEAN CALL OF DUTY CHALLENGERS ORGANIZATION

BECOME PART OF **MERIT**.

Support the roster. Fund the next event. Build the next story.



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Partnerships can be adapted around cash support,
products, services or event-specific help.

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