

SPONSORSHIP PITCH

Clutchain **x** Nalu

Stop paying for a logo. **Start paying for results.**

Bad Practices & How We Solve Them

Esports sponsorship still suffers from recurring structural mistakes — we designed Clutchain to fix each one.

AVOID



Passive logo on jersey

Zero real activation, no link to the experience



Vague or missing KPIs

No way to measure ROI



One-shot partnership

One event, then silence



Poor brand / audience fit

Product misaligned with the community

CLUTCHAIN x NALU SOLUTION



Nalu inside the gaming capsules

Branded fridge + direct product distribution



KPIs defined contractually, day one

Reach, impressions, activations — reported monthly



Structured 12-month deal

CS2 seasons + capsules + app activations, reviewed at 6 months



Energy drink x 18-30 gamers

A natural, lifestyle-driven match

Clutchain's Unique Advantages

A complete ecosystem: competitive teams, an active digital platform, and a physical asset you won't see coming.



ScreaM & Nivera

Two Belgian brothers on the male CS2 roster — iconic figures of the global Counter-Strike scene.

Belgian roots create a strong local connection — highly relevant for a Belgian brand like Nalu.

Plus an active female CS2 team — broader reach, inclusive brand image.



KEY ARGUMENT

Nalu isn't just sponsoring a team.

Nalu is associating with recognisable faces — followed by hundreds of thousands of fans — who happen to be Belgian.

ScreaM's fanbase extends well beyond the competitive gaming sphere, including mainstream audiences.

Beyond the Team: a Digital Ecosystem



Digital Platform & Community

A mobile app connected to FACEIT — missions, rewards, progression — plus online tournaments with real cash prizes. Every interaction generates data Nalu can use for precise targeting.

Direct access to a qualified, engaged gaming community for targeted digital activations.

4

games supported
CS2, Valorant, Fortnite, CoD

FACEIT

linked progression
missions & rewards

€

real cash prizes
online tournaments

1st

party user data
profiles & habits

ONE ASSET NO OTHER ORG HAS IN EUROPE

A 5-person capsule.

5 gaming PCs. 3 bunk beds. 2 bathrooms. **A jacuzzi and a BBQ.**

This isn't a logo on a jersey.

It's a branded fridge, full of Nalu, inside a space gamers actually live in for a weekend. Deployable at festivals, events, and private venues — already rolling out across Europe, with Nalu following the growth without renegotiating at each market.

A French Org, Belgian Roots, Belgian Partner

CLUTCHAIN

French esports organisation — independent, innovative, scaling across Europe.

ScreaM &
Nivera

NALU

Belgian energy drink — local, lifestyle-oriented, built on authenticity.



Same target audience: 18–30, active, urban

Responsive to brands that feel real and relevant. The Belgian connection through ScreaM & Nivera creates a natural bridge between the two.

Measurable KPIs Over 12 Months

A good sponsorship deal is measurable — here is what we propose to track.

KPI	12-Month Target	Measurement Method
Social media reach	500,000+ impressions / month	Instagram, TikTok, YouTube analytics
Jersey visibility	200+ hours of stream with logo	HLTV tracking, Twitch, YouTube VODs
Branded content engagement	Engagement rate > 4%	Sponsored post statistics
Capsule activations	20+ events with Nalu presence	Monthly activation report
Brand awareness	+15% among gamers	Community survey, before/after 6 months
Product sales	Measurable uplift in capsule zones	Sales data cross-referenced with locations

Budget Proposal — Local Brand Tiers

Structured in tiers to fit the reality of a local brand — start reasonable, scale with results.

	Jersey branding & digital content Jersey logo, sponsored posts, stream mentions	€8,000 – €12,000
	Gaming capsule activation Branded fridge, product distribution, signage	€5,000 – €8,000
	Co-created content (ScreaM / Nivera) 2–4 videos/year, stories, Nalu unboxing	€4,000 – €6,000
	Nalu-branded Clutchain tournaments Tournament naming, Nalu prizes, dedicated comms	€3,000 – €5,000

TOTAL

€20,000 – €31,000

per year, full package — all deliverables, monthly reporting

Entry-level capsule-only package available from

€5,000/year

Why Clutchain x Nalu?

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ecosystem.

Team. Platform. Capsules. No other Belgian-connected org offers all three under one deal.



A French organisation with strong Belgian roots through ScreaM & Nivera



Iconic players with a massive fanbase aligned with Nalu's audience



A measurable, transparent, scalable 12-month partnership

"Nalu isn't just choosing a sponsor. Nalu is choosing a partner that shares their audience, their energy, and their ambition to grow."