



X



Phygital Games – Dota 2 Application



Goliath Gaming

Introduction

Goliath Gaming is South Africa's premier esports organization, representing top-tier players across multiple titles. Whilst being a MGO (Multi-Gaming Organisation) at heart, Goliath Gaming functions as much more - with an extensive portfolio in digital marketing and gaming event hosting, which has included projects of various scales, nationwide.

Established in 2017, we've grown from strength to strength alongside our partners, building lasting relationships rooted in trust, collaboration, and co-creation. Long-term partnerships are at the core of what we do when we work with a brand, we carry that brand with us everywhere we go and in everything we do.

Our mission goes beyond competition. Goliath Gaming aims to bring real impact to the South African esports and gaming scene, reshaping perceptions, driving growth, and creating meaningful opportunities through our initiatives, campaigns, and results.



NoFocus Gaming

Introduction

NoFocus Gaming is a South African esports and youth-development organisation based in Soweto. The organisation focuses on competitive gaming, community upliftment, digital engagement, and creating opportunities for young gamers in township communities.

Based in Soweto, NoFocus Gaming represents a new generation of South African esports organisations focused not only on winning tournaments, but also on social impact and youth empowerment. Their brand positioning centers around building a bridge between local South African gaming talent and the global esports industry. Their slogan, “Built in Soweto. Born to Compete,” reflects their emphasis on grassroots talent development and community empowerment.

Through structured leagues, academy development, and community gaming hubs, NoFocus Gaming is helping shape a more inclusive and accessible future for South African esports

Core pillars

- Competitive Esports Development
- Community Gaming Hub
- Youth Development & Mentorship
- Building an Inclusive South African Gaming Ecosystem





Goliath Gaming x NoFocus Collaboration



Goliath Gaming and NoFocus Gaming will partner to field a highly competitive international Dota 2 roster for the upcoming Games of the Future tournament. The team will comprise South Africa's top two players, alongside players from South East Asia, reflecting a shared commitment to high-performance competition and the development of esports talent connected to the African scene.

The partnership also offers Phygital Games access to a combined South African audience with the shared industry experience and influence of two leading organisations within South African esports.

This initiative further strengthens the ongoing relationship between Goliath Gaming and NoFocus Gaming, who are already partnered on a high school EA FC Cup initiative along with a mentorship programme which has GG pro players and coaches upskilling youngsters from the No Focus community. Through projects such as these, both organisations continue to invest in grassroots esports development and community growth while demonstrating their ability to deliver impactful collaborative initiatives.

A promotional poster for the NoFocus High School Cup. The title "NO FOCUS" is in large, bold, red letters, with "HIGH SCHOOL CUP" in smaller white letters below it. A white box in the center says "R20 000 PRIZE POOL". Below that, it says "TROPHY & MEDALS". The poster features images of students sitting in gaming chairs. At the bottom, there is a schedule for three rounds: Qualifier 01 (Saturday 4 April, 10AM-5PM), Qualifier 02 (Saturday 11 April, 10AM-5PM), and Final (Saturday 18 September, 10AM-5PM). A note states: "TOP 8 FROM EACH QUALIFIER ADVANCE TO FINALS. TOP 16 GET COACHING FROM GG PRO PLAYERS LEADING INTO FINALS". The bottom of the poster mentions "NO FOCUS GAMING HUB" at "8648 RANTALAJE STREET | PROTEA GLEN | SOWETO" and features logos for "acer" and "BLG".

Key Evaluation Criteria

Competitive / Professional Component

EXPECTATIONS:

- ✓ Experience in official competitions
- ✓ Quality of results
- ✓ Level of competitiveness
- ✓ Key achievements
- ✓ List of tournaments in which the players have participated
- ✓ Links to player profiles (e.g. [transfermarkt.com](https://www.transfermarkt.com))
- ✓ Results achieved by the players
- ✓ Level of leagues/competitions

SCORING LEVELS APPLICABLE TO THIS SECTION

International	13 - 15	International level, strong track record, titles, and a recognizable roster
National Top	10 - 12	High competitive level
Semi-Pro	7 - 9	Good level, but without a strong international track record
Amateur	4 - 6	Established competitive base, but limited history
Entry Level	0 - 3	Beginner / low competitive level



Castaway

Travis Waters • South Africa • DotA 2 • Hard Support (5)

Player Information

Name: Travis John Waters

Nationality:  South Africa

Born: June 1, 1998 (age 27)

Region:  Africa

Years Active (Player): 2016 - 2025

Roles: Support
Captain

Alternate IDs: CastAWaY

Approx. Total Winnings: \$38,340

Team History

2018 - 2019: Entity Gaming

2020 - 2022: Sinister5

2023 - 2023: Carstensz Esports

2023 - 2024: Neon Esports

2024 - 2025: The MongolZ

2025 - 2025: Carstensz Esports

Peak MMR Milestone

Reached 12,000 MMR (January 2, 2025)

Date	Place	Tier	Tournament	Team	Result	Prize
2025-02-10	2nd	Tier 3	Asian Dragon Series: Continental Collision		2 : 3	\$12,000
2024-12-04	1st	Tier 3	AsiaPro League Season 1		2 : 1	\$7,000
2024-10-13	1st	Tier 3	Samsung Odyssey Cup		3 : 0	\$8,000
2024-04-17	2nd	Tier 3	RES Regional Series: SEA #2		1 : 2	\$15,000
2024-02-22	5th - 8th	Tier 2	Games of the Future 2024		0 : 2	\$35,000
2023-06-28	2nd	Tier 3	DPC SEA 2023 Tour 3: Division II		4/-/3	\$16,000
2019-09-24	1st	Tier 3	VS Gaming League Masters 2019		2 : 1	\$14,784
2019-06-29	1st	Tier 3	ESL India Premiership 2019 Summer Masters League Finals		2 : 1	\$7,507



[Liquipedia.net/dota2/Castaway](https://liquipedia.net/dota2/Castaway)



Lewis

Charles Lewis Delos Santos • Philippines • Dota 2 • Middle (2)

Player Information

Name: Charles Lewis Delos Santos

Nationality: Philippines

Born: August 8, 2003 (age 22)

Region: Southeast Asia

Years Active (Player): 2021 - Present

Role: Solo Middle

Alternate IDs: Lewis

Approx. Total Winnings: \$53,515

Team History

2021 - 2022: Atomic Esports

2022 - 2022: Grindysky Esports

2023 - 2024: Execration

2025 - Present: Interactive Philippines

Peak MMR Milestone

Reached 14,000 MMR (Jan 2025)

Date	Place	Tier	Tournament	Team	Result	Price
2025-07-12	13th - 16th	Tier 1	Esports World Cup 2025		0 : 2	\$50,000
2025-02-26	1st	Tier 3	EPL World Series: Southeast Asia Season 3		3 : 2	\$5,000
2025-02-10	1st	Tier 3	Asian Dragon Series: Continental Collision		3 : 2	\$28,000
2024-11-10	1st	Qualifier	Asia Pacific Predator League 2025: Philippines Qualifier		2 : 0	\$4,277
2024-08-04	4th	Tier 2	Elite League Season 2		0 : 2	\$56,000
2024-06-18	1st	Tier 3	RES Regional Series: SEA #3		2 : 1	\$25,000
2024-05-11	3rd	Tier 3	Kobolds Rave 2		0 : 2	\$13,500
2022-12-10	2nd	National	IESF World Esports Championship 2022		2 : 3	\$30,000
2022-11-12	3rd	Tier 3	Asia Pacific Predator League 2022		0 : 1	\$15,000



<https://liquipedia.net/dota2/Lewis>



Jed

Jed Bautista • Philippines • DotA 2 • Carry (1)

Player Information

Name: Jed Bautista

Nationality:  Philippines

Born: February 2, 1997 (age 27)

Region:  SEA

Years Active (Player): 2014 - Present

Roles: Core
Midlaner

Alternate IDs: JedR

Approx. Total Winnings: \$28,621

Team History

2014 - 2015: Team B

2015 - 2016: Rave

2016 - 2018: Execration

2023 - 2024: MorVis Gaming

2025 - Present: Interactive Philippines

Peak MMR Milestone

Reached 11,905 MMR (March, 2024)

Notable Achievements:

- 4th: The Manila Major (tier 3)
- 2nd: ESL One Manila (tier 3)
- 1st: The Summit 5 (tier 3)
- 1st: DotA 2 Asia Championships (tier 3)
- 2nd: The International - SEA Qualifier (tier 3)
- 3rd: MPGL Southeast Asia Main Event
- 1st: The Mineski Cup (tier 3)
- 2nd: Rage Arena Qualifiers



[Liquipedia page not available](#)



Frank

Mark Kilian Lehle • South Africa • Dota 2 • Offlane Support (4)

Player Information

Name: Mark Lehle

Nationality:  South Africa

Born: May 17, 1998 (age 27)

Region:  Africa

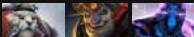
Years Active (Player): 2015 - Present

Roles: Roamer

Alternate IDs: n/a

Approx. Total Winnings: n/a

Signature Hero:



Team History

2018: Flash

2019: Resurgence

2020: Clutch

2020: No Bounty Hunter

2020: Yolo knight

Peak MMR Milestone

Reached 11,000 MMR (March, 2024)

Notable Achievements:

- 5th: Telkom VS gaming Masters 2017 (tier 3)
- 17th: World Electronic Sports Games 2018 (tier 1)
- 3rd: Telkom VS gaming Masters 2018 (tier 3)
- 8th: TI 2019 SEA closed qualifiers (tier 1)
- 6th: Epulze Global League Season 1: Europe Division 1 (tier 3)
- 3rd: Telkom VS gaming Masters 2019 (tier 3)
- 8th: Moon Studio 2022 (tier 3)
- 30+ podium finishes in local South African Majors
- Top 50 Europe (2019)
- Qualified for World Electronic Sports Games 2019 (tier 1) - Didn't take place



[Liquipedia page not available](#)



JG

Julius Mendoza Galon • Philippines • Dota 2 • Offlane (3)

Player Information

Name: Julius Mendoza Galeon

Nationality: Philippines

Born: July 18, 2000 (age 25)

Region: Southeast Asia

Years Active (Player): 2017 - Present

Roles: Offlaner
Solo Middle

Alternate IDs: JG 4:13

Approx. Total Winnings: \$58,490

Signature Hero:

Team History

2018 - 2019: Exclamation Mark

2019 - 2020: Lowkey Esports

2021 - 2021: Neon Esports

2021 - 2022: Reckoning Esports

2023 - 2024: The MongolZ

2024 - Present: PlayTime

Peak MMR Milestone

Reached 13,000 MMR (Feb 17, 2025)

Date	Place	Tier	Tournament	Team	Result	Prize
2024-12-04	1st	Tier 3	AsiaPro League Season 1		2 : 1	\$7,000
2024-10-13	1st	Tier 3	Samsung Odyssey Cup	(Cast)	3 : 0	\$8,000
2024-04-17	2nd	Tier 3	RES Regional Series: SEA #2		1 : 2	\$15,000
2024-02-22	5th - 8th	Tier 2	Games of the Future 2024		0 : 2	\$35,000
2023-04-26	2nd	Tier 3	DPC SEA 2023 Tour 2: Division II		6 / 1	\$16,000
2023-01-16	1st	Tier 3	Moon Studio Campfire		3 : 0	\$10,000



[Liquipedia.net/dota2/JG](https://liquipedia.net/dota2/JG)

Key Evaluation Criteria

AUDIENCE AND REACH

- ✓ Team / Club Audience
- ✓ Player Audience
- ✓ Activity and Engagement

EXPECTATIONS:

- ✓ Number of followers
- ✓ Engagement rate (ER) / engagement
- ✓ Audience geography

SCORING LEVELS APPLICABLE TO THIS SECTION

Very High	24 - 30	Strong media presence, large reach, well-known personalities
High	18 - 23	Good audience and noticeable digital presence
Medium	10 - 17	Basic media presence, with growth potential
Low	0 - 9	Very limited reach or recognition



Social Media statistics



Social Media platform summary



INSTAGRAM

19.3k

FOLLOWERS



TWITCH/YOUTUBE

2.3k

FOLLOWERS



TIKTOK

94.3k

FOLLOWERS



FACEBOOK

62k

FOLLOWERS

177 943+ Total Combined Community



NoFocus Instagram Analytics

[Instagram.com/nofocus_gaming](https://www.instagram.com/nofocus_gaming)



Followers

19.3K

Engagement

N/A

Total Views (last 60 days)

1.2 million

Viewer Demographics

Gender: **93.9% Male**

Age: **18-24 (39.4%)**

Top Region: **South Africa (87.2%)**

Top City: **Johannesburg (7.8%)**

Engagement breakdown (last 60 days)

- Accounts reached: **444K**
- Primary traffic: Reels **(92.5%)**
- Source: Suggested **(76%)**
- Engagement audience:
Non-followers (81.4%)



NoFocus TikTok Analytics

Tiktok.com/@no_focuz



Followers

94.5K

Engagement (last 60 days)

238K

Total Views (last 60 days)

3.6 million

Viewer Demographics

Gender: **77% Male**

Age: **18-24 (40%)**

Top country: **South Africa (92%)**

Most active times:

Sundays between 12:00 am & 01:00 am

TikTok Live summary (last 60 days)

- Views: **157.4K**
- Diamonds: **1.6K**
- Live duration: **51hr**
- Gifters: **116**
- TikTok engagement rate: **6.6%**



NoFocus Facebook Analytics

[Facebook.com/andre.fx.7564](https://www.facebook.com/andre.fx.7564)



Followers

62K

Engagement

151K

Total Views (last 90 days)

2.1 million

Viewer Demographics

Gender: **94% Male**

Age: **25-34 (46.9%)**

Top country: **South Africa (91.5%)**

Top city: **Soweto (21.8%)**

Engagement breakdown

- Reactions: **79k**
- Primary traffic: **Reels (78%)**
- Engagement audience:
Non-followers (64.3%)
- Engagement rate: **7.2%**



Social Media Statistics



Social Media platform summary



INSTAGRAM

8.5k

FOLLOWERS



TWITTER

8.2k

FOLLOWERS



TIKTOK

1.9k

FOLLOWERS



FACEBOOK

3.5k

FOLLOWERS

22, 000+ Total combined community



Goliath Gaming Instagram Analytics

[Instagram.com/goliathgamingza](https://www.instagram.com/goliathgamingza)



Followers

8.5K

Engagement (last 90 days)

7K

Total Views (last 90 days)

297.4K

Audience Demographics

Gender: **83.3% Male**

Age: **25-34 (47.5%)**

Top Region: **South Africa (80.6%)**

Top City: **Cape Town (14.7%)**

Engagement breakdown

- Accounts reached: **42.2K**
- Primary traffic: Posts **(52.3%)**
- Engagement audience: **Followers (56.8%)**
- Engagement rate: **2.35%**



Goliath Gaming Facebook Analytics

Facebook.com/GoliathGamingZA



Followers

3.5K

Engagement (last 90 days)

1.1K

Total Views (last 90 days)

58.1K

Audience Demographics

Gender: **78.6% Male**

Age: **25-34 (45.6%)**

Top country: **South Africa (88.5%)**

Top city: **Cape Town (13.2%)**

Engagement breakdown

- Reactions: **741**
- Primary traffic: **Photo (47%)**
- Engagement audience:
Followers (90%)
- Engagement rate: **1.9%**



Goliath Gaming TikTok Analytics

Tiktok.com/@goliathgamingza



Followers

1.9K

Engagement (last 12 weeks)

10,524

Total Views (last 12 weeks)

80,348

Viewer Demographics

Gender: **67.7% Male**

Age: **18-24 (53.3%)**

Top country: **South Africa (94.9%)**

Top city: **Johannesburg (28.3%)**

Engagement breakdown (last 12 weeks)

- Reached Audience: **70.5K**
- Profile views: **1.9K**
- Likes: **10,395**
- Engagement rate: **13.1%**



Goliath Gaming Twitter(X) Analytics

[X.com/GoliathGamingZA](https://x.com/GoliathGamingZA)



Followers

8.2K

Engagement (last 12 months)

3.9K

Impressions (last 12 months)

214K

Viewer Demographics

Gender: **89.4% Male**

Age: **25-34 (47.4%)**

Top country: **South Africa (58.7%)**

Most active times:

Tuesdays between 12:00 pm & 19:00

Engagement breakdown (last 12 months)

- Impressions: **214.6K**
- Likes: **2.3K**
- Reposts: **541**
- Engagement rate: **1.8%**

Key Evaluation Criteria

PROMOTIONAL VALUE

- ✓ Content creation and promotion
- ✓ Resources for promotion
- ✓ Readiness for joint activations

EXPECTATIONS:

- ✓ Content plan
- ✓ List of promotional resources, including key ambassadors/influencers
- ✓ Format of participation in promotional activities

SCORING LEVELS APPLICABLE TO THIS SECTION

Very High	18 - 20	Strong content plan, broad pool of resources and influencers, well-developed promotional activations
High	14 - 17	Good content plan, sufficient resources and influencers, clear promotional formats
Medium	9 - 13	Basic content plan, limited resources and influencers, general promotional ideas
Basic	5 - 8	Weak content plan, minimal resources, poorly developed promotional formats
Low	0 - 4	No content plan or resources, no understanding of promotion and activations



Phyigital Games Content plan



Social Media Marketing

- Announcement posts
- Hype building posts
- Online Giveaways
- Daily content at Phyigital games
- Matchup and results posts

Content creation

- Digital Artwork pack
- Video content
- Exclusive GG x NoFocus collab travel kit - we are happy to include the phyigital games/GOTF logo if agreed

Influencer network

- To attend promotional activities
- Social media amplification



Posting Overview

- **Active platforms:**
 - Twitter (X), Instagram, TikTok, Facebook and LinkedIn
- **Channels:**
 - All Goliath Gaming & No Focus official channels
- **Announcement posts**
 - Announcing GG x No Focus Phygital games collab
 - Announcing team roster + event info
- **Hype building posts**
 - Team & player artwork
 - Support and hype posts
- **1x Online giveaway**
 - Prizes: Exclusive collab merch
 - Mechanic to drive awareness & support for the team and Phygital games
- **Live event content**
 - **Content creation by ZuluBru & Biggie**
 - Daily vlogs and updates
 - Player interviews
 - Signed Merch giveaway



Live event content team

Thulani 'Zulubru' Sishi & Tshepiso 'Biggie' Kgomo

Both Thulani & Tshepiso will travel with the Dota 2 Phygital team and will manage the squad's travel and logistics in addition to serving as the content creation team on the ground.

Content creation will include:

- **Daily vlogs**
 - Covering the day-to-day journey of the team and everything Phygital Games/GOTF has to offer
- **Player interviews**
 - Short form interviews for the community to get to know the South African team
- **Signed Merch giveaway**
 - The team will collect signatures from all the Dota pro players and utilise this one of a kind shirt for a giveaway



Thulani 'Zulubru' Sishi

Thulani Sishi is a manager at Goliath Gaming, streamer, former pro gamer, former semi-pro rugby player, lifestyle content creator and socialite amongst the gaming community. Known fondly in the gaming community as "ZuluBru" he has been in the gaming and esports industry for +23 years starting off as a competitor in multiple titles, most notably Counter Strike.



1,451

Instagram



1,517

X/Twitter



1,300

Facebook



[instagram.com/zulubru/](https://www.instagram.com/zulubru/)



[tiktok.com/@zulubru](https://www.tiktok.com/@zulubru)



[twitch.tv/lightertz](https://www.twitch.tv/lightertz)



x.com/LighteRTZ



Tshepiso 'Biggie' Kgomo

As the owner of NoFocus Gaming based in Soweto he has transitioned from a content creator into a vital grassroots builder. Through this hub and his platform, Podgaming with Biggie, he provides crucial infrastructure and tournament access for competitive EA Sports FC and local talent within township communities. By championing these kasi gaming hubs, Biggie has established NoFocus as a driving force for authentic, community-led South African esports.



18,900+

Instagram



1,517

YouTube



90,700+

Tik Tok



[instagram.com/nofocus_gaming](https://www.instagram.com/nofocus_gaming)



[tiktok.com/@no_focuz](https://www.tiktok.com/@no_focuz)



[twitch.tv/nofocusgaming](https://www.twitch.tv/nofocusgaming)



[youtube.com/@NoFocusGaming](https://www.youtube.com/@NoFocusGaming)

Digital Artwork

Phygital Games Digital artwork pack to include:

- Team artwork
- Individual player profiles
- Announcement graphic
- Matchup and results posts
- Giveaway artwork



Promotional activities

The Goliath Gaming and NoFocus team, along with our influencer network are available to attend, amplify, or plug-in to any partner/promotional activities that Phygital/GOTF are hosting in South Africa. Furthermore, we have a large equipment arsenal at our disposal (as well as a very engaging fan base to attend all our events) should we be able to partner in doing live event gaming activations.

Forms of promotion

Promotional activity attendance

- GG team
- No Focus team
- CPT or JHB based influencers

Social Media influencing

GG, No Focus, & Influencer network to make:

- Social Media Posts
- Short form videos

Gaming event hosting

GG and No Focus are able to fully facilitate gaming activations that can include tournaments, watch parties, casual gaming, etc.

GG equipment arsenal

12x PlayStation 5 consoles

10x Predator gaming PCs

5x Predator gaming laptops

28x Gaming monitors

30x PlayStation 5 controllers (incl. spares)



Online Influencer Network



Tech Girl



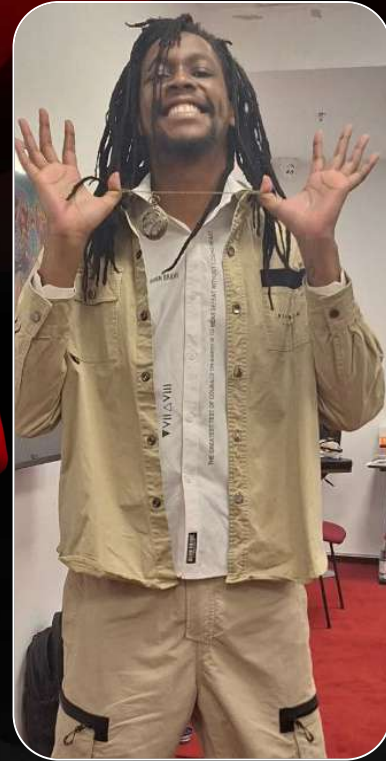
Skarra



Canton Parker



Beast



Snare



Sam 'Tech Girl' Wright

Sam "Tech Girl" Wright is a leading esports host, caster, and content creator, and is rightly regarded as a trailblazer in South African esports & gaming. Whether hosting the last-ever CS:GO Major or the PUBG Global Championship, Tech Girl has become an international sensation, levelling up countless broadcasts with her contagious, playful energy and deep reverence for gaming skill.



15,700
Instagram



14,000
YouTube



21,300
X/Twitter



24,100
Tik Tok



tiktok.com/@techgirlza



facebook.com/techgirlza



instagram.com/techgirlza



Youtube.com/@TechGirlZA



x.com/TechGirlZA



Canton Parker

Canton is a king of content creation in the South African gaming community. A truly multi-talented individual; Canton is creative storyteller, gaming enthusiast, tech reviewer, photographer, MC, & resident content creator at Goliath Gaming



8811

Instagram



1,200+

YouTube



548

X/Twitter



17,300

Tik Tok



[instagram.com/cantonleeparker](https://www.instagram.com/cantonleeparker)



[tiktok.com/@cantonparker](https://www.tiktok.com/@cantonparker)



[facebook.com/cantonparker23](https://www.facebook.com/cantonparker23)



[x.com/cantonparker](https://www.x.com/cantonparker)



Collins 'Skarra' Manyame

A South African gaming creator, streamer and influencer. By day I'm a TV presenter for the SuperSport Schools Esports show GamePlay on DSTV channel 216 and by night I am a Twitch streamer/creator. I am also an Esports shoutcaster, Host and event MC.



1,725
Instagram



1,366
X/Twitter



2,500
Facebook



[instagram.com/colliin.ss](https://www.instagram.com/colliin.ss)



x.com/itzSkarra



[twitch.tv/itzskarrra](https://www.twitch.tv/itzskarrra)

Julio 'Beast' Bianchi

Julio Bianchi is the FIFA captain for Goliath Gaming. Beast, who used to be a semi-pro footballer, has competed in 7 international events, taking down world champions on 3 different occasions. While competing at the highest level in gaming, Julio managed to balance his studies in accounting at CPUT in Cape Town and completed his honors degree, graduating Cum Laude.



2,000+

Facebook



3,489

Twitter (X)



3,640

Instagram



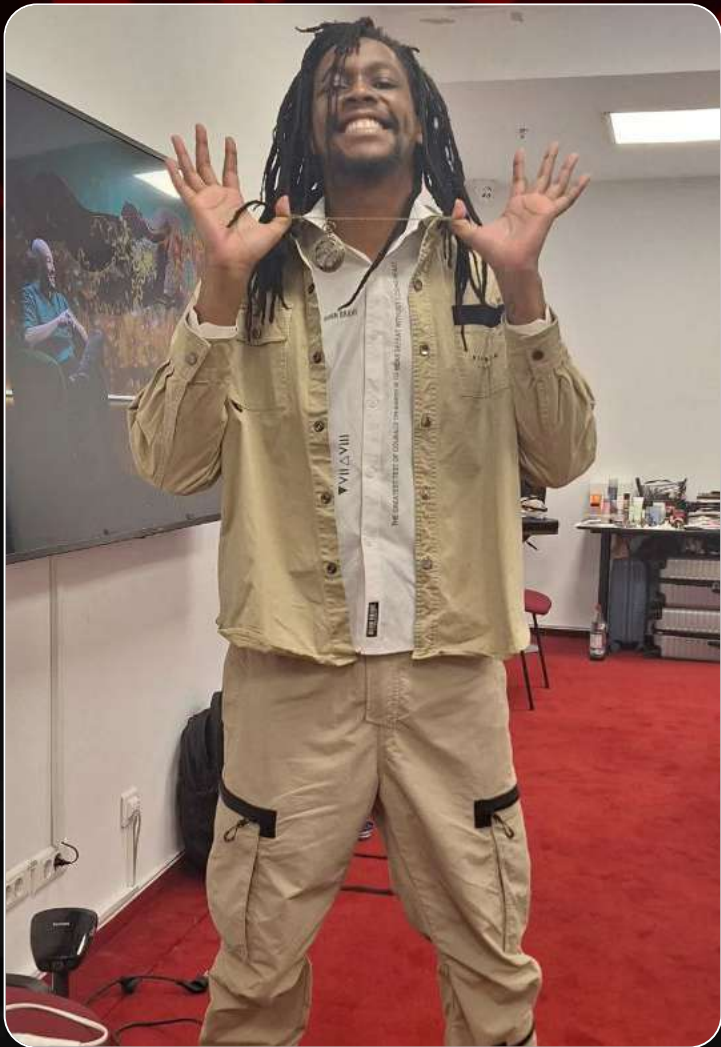
[instagram.com/iamjuliobianchi](https://www.instagram.com/iamjuliobianchi)



twitter.com/TheBeastBianchi



facebook.com/JulioBeastBianchi



Sean 'Snare' Rihlamvu

Snare's a premier South African esports host and shoutcaster who has anchored global Dota 2 events such as the International. Renowned for his charismatic desk presence, he seamlessly bridges the global stage with his roots by actively championing local South African tournaments and grassroots communities. This dedication to both elite broadcasts and local growth makes him one of the most respected figures in African gaming.



1090

Instagram



7600

Twitch



4750

X/Twitter



[Instagram.com/snarecasting/](https://www.instagram.com/snarecasting/)



[Twitch.tv/snarecasting](https://www.twitch.tv/snarecasting)



[X.com/SnareCasting](https://www.x.com/SnareCasting)

Key Evaluation Criteria

COMMERCIAL VALUE

- ✓ Ability to generate commercial value
- ✓ Integration potential
- ✓ Experience working with sponsors
- ✓ Readiness to participate in GOTF partner activations

EXPECTATIONS:

- ✓ Partnership cases
- ✓ Integration proposals
- ✓ Assessment of value for the organizers
- ✓ List of key ambassadors/influencers ready to participate in GOTF partner activations

SCORING LEVELS APPLICABLE TO THIS SECTION

Very High	8 - 10	Proven partnership cases with major international companies, strong readiness for collaboration, and a solid list of influencers
High	6 - 8	Proven partnership cases with major local brands, readiness for collaboration, and a limited pool of influencers
Medium	4 - 6	Basic experience with sponsors, partial case studies without metrics, general integration ideas, limited value, and a weak influencer pool
Low	0 - 2	No relevant partnership cases or integrations, unclear value proposition, no readiness for activations, and no influencers

Goliath Gaming Brand Network

Beyond our competitive achievements, Goliath Gaming's strength lies in the trust and collaboration we've built with leading global brands. Together, we've achieved historic feats on the international stage and driven meaningful growth at local grassroots level - helping to define and develop the South African esports landscape.



McDonald's - After an incredibly successful partnership in 2023 which included GG's inaugural 'Youth Academy Program' run within McDonald's stores, McDonald's opted to extend the partnership with Goliath Gaming for an additional 3 years. This first-of-its-kind campaign earned a prestigious gold marketing award at the Assegai Awards, and was lauded for its creativity and innovation. No sign of brakes anytime soon!



Red Bull - Our six-year partnership with Red Bull has seen us become the first organisation in the southern hemisphere to feature a Red Bull-sponsored gamer. In addition to being our exclusive energy drink partner, Red Bull supports many of GG's projects and international ventures. Hosting regular events alongside Red Bull is an exciting prospect for 2026.



Checkers and Checkers Sixty60 - Checkers approached Goliath Gaming in 2023, wanting to enter the gaming space as part of a strategy to develop their gaming division - Tech X. Goliath Gaming fully facilitated Checkers' first showing at Comic Con Africa 2024, and following its success, have done both Comic Con Cape Town 2025 and Comic Con Africa 2025. Together we are set to host at Comic Con Africa 2026.



Acer Predator Gaming - Acer have entrusted GG for over six years, serving as our official laptop, PC and monitor partner. Through this enduring partnership, GG has executed educational workshops, premium gaming tournaments and a set of ongoing community development projects.



Ridge Park Sports Club - Partnering with Ridge Park, a local nonprofit organization, has allowed us to introduce gaming to underprivileged communities that lack the resources to experience gaming and esports and all the good that it holds. We have hosted numerous community development projects, upliftment workshops & charity drives to help spread awareness about gaming & esports.

In addition to our long term partnerships, Goliath Gaming is regularly approached by leading global and regional brands to collaborate on campaigns, activations, and stand-alone projects throughout the year. Where possible, we actively look to integrate our existing partners into these opportunities - whether through product placement, branded apparel in content creation, or visibility within physical event spaces - ensuring shared value and extended reach across our ecosystem.



McDonald's Partnership

After an award-winning first year with McDonald's SA in 2023, the partnership was renewed in an unprecedented 3-year deal.

The GG x McDonald's collaboration drew on all of Goliath Gaming's service offerings to create a campaign that truly connected with gamers and McDonald's consumers alike.

A highlight of the partnership was the first-of-its-kind Esports Academy hosted in McDonald's stores, which unearthed incredible young talent - including standout Hamza Moosa, now a core GG member and recent major-trophy winner at just 17.

Each year of the partnership features in-store activations, extensive digital marketing and content creation (including giveaways), and prime brand exposure as GG's leading brand partner.



McDonald's Partnership

Through our team partnership, we've executed 25+ in-store activations nationwide, complemented by a extensive digital marketing campaign, with content creation, media articles, and giveaways.

The McDonald's media campaign was a massive success, with GG far surpassing the partnership's targets - testament to our commitment of over delivering for our partners.

KPA	2024/2025 Key Metrics
Total organic reach	24+ million
Social media reach	4+ million
Media coverage reach	20+ million
Engagement rate	6.97%



The “**Game On with McDonald’s and Goliath Gaming**” campaign not only delivered strong community impact but also received national recognition - winning in the Food & Beverage category at the Assegai Integrated Marketing Awards, which celebrates South Africa’s most effective and creative marketing campaigns.



McDonald's Partnership Events Showcase





McDonald's Partnership Digital Marketing Showcase

Each winner will receive a R100 @McDonalds_SA meal voucher. Winners announced Thursday at 14:00. GLU

#McDeezXGoliath #GoliathGamingArmy #GGGGiveaway



Shoprite Checkers

Checkers approached Goliath Gaming in 2024, wanting to enter the gaming space as part of a strategy to develop their gaming division - Tech X. Goliath Gaming fully facilitated Checkers' first showing at Comic Con Africa 2024, and following its success, have done both Comic Con Cape Town 2025 and Comic Con Africa 2025. Each event has tasked Goliath Gaming with creating a space that integrates different brands and promotes different themes and components of Checkers.

For example:

For Checkers Sixty60, the space included an in-game custom modded Checkers Sixty van that attendees could race in a Hotlap challenge.

GG also introduced the Checkers Sixty60 wheel, wherein a Checkers giveaway is held every 60 minutes - this immediately became a big attraction and integral part of the space, and has been retained in every iteration of the project since.

For Knox Hydrate, we developed a Mixed Martial Arts (MMA) themed giveaway and UFC 5 gaming challenge that promoted both Dricus Du Plessis' upcoming fight and the direct sales of Knox beverages. The Knox 'King of the Cage' Challenge gave attendees the opportunity to meet Dricus Du Plessis and receive exclusive signed UFC gloves from the champ himself.

The Quest Card - GG's solution to integrating multiple brands within the space. The Quest Card enriched the experience for attendees whilst encouraging interaction with each brand.



COLLECT
QUEST CARD

EXPLORE
THE SPACE

SPIN
AND WIN

Checkers Sixty60 Knox Hydrate UFC 5

Checkers Comic Con Projects

The Checkers Comic Con projects received overwhelmingly positive feedback, increasing brand relevance among younger consumers and solidifying Checkers' position as a leading innovator in modern lifestyle trends like gaming and esports.

KEY COMPONENTS

- **Sixty60 Hourly Giveaways:** Drives registrations and continual presence in the space
- **Challenge the Pros:** Our pro players engaging in fun, handicapped challenges against the public, for prizes!
- **Sim Racing Zones:** Product showcases & leaderboards.
- **Casual Gaming:** A core feature of the interactive space.
- **King-of-the-Console:** a bridge between casual and competitive gaming
- **Quest Card:** Excellent engagement mechanic + strengthens brand integration
- **Feedback Forms:** For market research & data gathering.





Checkers Partnership

Digital Marketing

Showcase





Checkers Event Showcase



Red Bull Partnership



A long term relationship with Red Bull since 2017



1st Esports athlete in the Southern Hemisphere
"Thabo Moloi" signed to Red Bull



Goliath Gaming has 'Friends of Red Bull' status

Event & Project Integration



- Hosting gaming events on behalf of Red Bull
- Frequently involved in Red Bull projects
- Invited to all exclusive Red Bull partner events



Red Bull Partnership

Our nine year relationship with Red Bull has seen us become the first organisation in the southern hemisphere to feature a Red Bull Sponsored gamer. In addition to being our exclusive energy drink partner, Red Bull supports many of GG's projects and international ventures.

Red Bull Esports athlete - Thabo Moloi

- Managed negotiations, contracts, content, travel, etc
- Managed player deliverables on ad-hoc campaigns

Red Bull x Goliath Gaming content pieces

- Thabo 'Yvng Savage' Moloi
- Jabhi 'JabhiM' Mabuza

Event hosting and integration

- Red Bull Kumite Qualifiers
- Red Bull Hattrick
- Red Bull Campus Clutch
- Red Bull Golden Letters Qualifier
- Red Bull Gaming Grounds
- Red Bull Ediski Last Numba





Partnership Overview

Acer has been Goliath Gaming's longest-standing partner since 2019 - a relationship that has grown each year through shared vision, co-creation, and impactful initiatives across the esports ecosystem.

What began as a basic trade exchange has evolved into full multi-faceted partnership - with product integration, digital marketing, event hosting, edugaming initiatives and creative storytelling. Acer equips the team with top-tier Predator PCs, laptops and gaming monitors, which we utilise both locally and internationally.

Together, we've hosted numerous online tournaments, live events, digital marketing campaigns, product launches, edugaming projects, and more! These initiatives, coupled with an emphasis on community building and content creation, have built strong brand engagement and long-term brand loyalty.

The partnership has been a major component of solidifying Acer's presence in South African Esports.

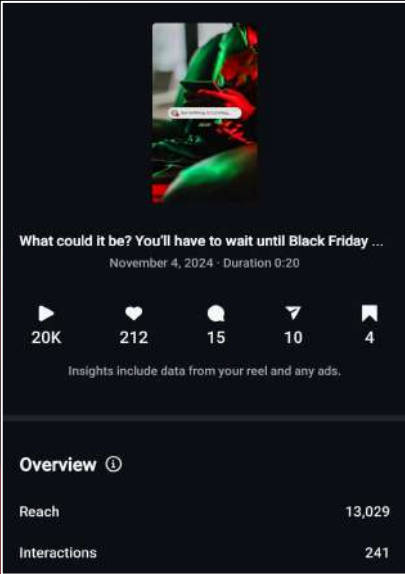




Acer Partnership

Digital Marketing

Showcase



200+
**Registered
attendees**

Acer Event Showcase

The Nitro Playground

Hosted at GG's partner location, Ridge Park Sports Club, the Acer Nitro Playground catered to both casual and competitive gamers, many from surrounding underprivileged communities. The venue featured 22 premium gaming stations, with the excitement shared via a live stream featuring Goliath Gaming players providing live commentary and insights. Having completed two successful iterations, the Nitro Playground has become an annual staple and a cornerstone of the Acer x GG partnership.

GIVEAWAYS & PRIZES
R10,000 cash,
McDonald's McCafe +
vouchers, and Acer
Nitro goodies



GG Hosted Events

A full list of all GG hosted events can be provided upon request.



Doritos Crunch Zone

Goliath Gaming facilitated three major Doritos activations at Comic Con, featuring daily tournaments, prize giveaways, and a free-to-play zone. GG created a unique event flow that kept fans engaged, driving consistent foot traffic and social buzz. Success cemented Doritos as a fan-favourite brand, leading to annual exhibitions since.

Nedbank Youth X Summit

GG fully facilitated the Youth X 2023 Gaming Space, a vibrant festival showcasing top efootballers and influencers. The activation aligned with Youth X's mission to inspire youth by highlighting gaming as a space for creativity, innovation, and new career opportunities.



THANK YOU

GOLIATH
G A M I N G



acer

