



SANCTUM

PARTNERSHIP OVERVIEW

SEASON 2026/27

oursanctum.org · [@OurSanctum](https://twitter.com/OurSanctum)



MOST ESPORTS ORGANISATIONS SELL LOGO SPACE. SANCTUM BUILDS WITH BRANDS.

SANCTUM is a British esports and creative house: an inner circle of players, creatives and partners bound by shared values. Players create the story, media captures it, and the audience it builds becomes value we reinvest. Every partnership becomes a case study that wins the next, bigger one.

- ☐ **PLAYERS**
CREATE THE STORY
- ☐ **CREATIVES**
CAPTURE IT
- ☐ **AUDIENCE**
GROWS AROUND IT
- ☐ **PARTNERS**
REACH THAT AUDIENCE
- ☐ **OPPORTUNITY**
REINVESTED IN THE HOUSE



SIX VERTICALS. ONE HOUSE.

01

CREATIVE STUDIO

Identity, event and broadcast visuals, player and kit shoots, sponsor content packages.

02

TALENT & REPRESENTATION

Contracts, career planning and personal brand positioning for players and creators.

03

SOCIAL & GROWTH

Channel strategy, content calendars, community management and reporting.

04

COMMERCIAL

Partner outreach, deal structuring, campaign delivery and results reporting.

05

COACHING

Performance coaching, media training, mindset, routine and VOD review.

06

TOOLS & APPS

Custom dashboards, community bots and integrations, built in the house.



BUILDING WITH BRANDS

Buy one stage or the full programme. Each stage hands over something you can use.

1

OBSERVE

Audience and brand audits, analytics, market scan.

— INSIGHT REPORT

2

DESIGN

Campaign creative, kit and merch, activation concepts.

— ASSETS READY TO RUN

3

MEDIA

Production, distribution through our channels, reporting.

— REACH AND RESULTS

4

PLUGINS

Custom tools, dashboards, community bots, integrations.

— RECURRING VALUE



WAYS TO WORK WITH US

◆ KIT & BROADCAST PRESENCE

Your brand on our jerseys, stream overlays and match-day graphics.

◆ ACTIVATIONS & EVENTS

Watch parties, community nights, giveaways and launches.

◆ TALENT CAMPAIGNS

Our players and creators as faces of your campaign.

◆ CONTENT SERIES

Branded series made in-house and run through our channels.

◆ MERCH COLLABORATIONS

Co-branded drops alongside our clothing capsules.

◆ CUSTOM TOOLS

Dashboards, bots and integrations for your community.

FOUNDING PARTNER PLACES FOR 2026/27 ARE LIMITED.



LET'S BUILD SOMETHING

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