

Let's Grow North American Dota Together



# North America Dota Challengers League

## Hurdles We Overcome

### The Current Semi-Professional Dota Scene

- Impossible to have a full time job and still compete
- Getting noticed, it is often difficult to stand out in pubs
- Participating in a team for an extended period
- Develop skills other than player mechanics such as teamwork and drafting
- Individual player and team promotion

### NADCL Player Motivations

- Regular Part-Time Income
- Tournament Winnings
- Stream Donations
- Possible Tournament Invites
- Direct DPC Invites to Qualifiers
- Player/Team Exposure
- Player Interviews
- All Star Recognition
- Coaching
- Connection to Possible Team Sponsors

# North America Dota Challengers League

## The League Structure

The league format will be familiar to most Dota 2 players. The league prize money will be distributed in a relatively flat structure from top to bottom allowing even the last place team to earn income for competing in the league. An initial prize pool will be established and supplemented with donations during the event distributed to the 8-teams.

### Regular Season

- Every weekend following - 7 weeks
- Teams play 2 bo2 per week - can schedule with opponent and tournament organizer.
- 7pm EST and 9pm EST **Friday/Saturday Night** - FEATURE MATCHES on main stream

### Open Qualifiers

- September 28th & September 30th
- Starts at 5pm PST Friday night
- Continues at 6 PM PST Sunday Evening

### Tournament

- Weekend following end of League Play
- Top 4 Teams in League play qualify
- Best of 3 Single elimination
- Best of 5 Final
- Starts on Saturday, Finals on Sunday



# North America Dota Challengers League

## Team Payment Structure

Peter “PPD” Dager has put up \$8,000 for league play and guaranteed \$4,000 for tournament play. The first \$8,000 raised through donation and sponsorships will offset the tournament guarantee and the balance divided among the teams in the percentages based on payout outlined below. Any money raised thereafter will be split 50% to players in mentioned percentage and 50% towards sustainability of league structure. Payment will be made through PayPal to individual players (Signed 1099 required for payouts over \$600).

### Open Qualifiers

- No payment is received

### Regular Season

- Each team is guaranteed a minimum of \$1,000 for completion of the seven weeks of play.
- Payment will be distributed in 2 payments
  - 1<sup>st</sup> (min) payment made after 4 weeks of league play
  - 2<sup>nd</sup> payment upon completion of tournament play

### Tournament Play

- Minimum guarantee of \$4,000 payout
  - 1<sup>st</sup> Place Team will receive \$2,000
  - 2<sup>nd</sup> place will receive \$1,000
  - 3<sup>rd</sup> & 4<sup>th</sup> place will receive \$500

# North America Dota Challengers League

## The People



Peter "PPD" Dager has been instrumental in forming this league and has a working knowledge of the struggle of teams from a player perspective as a TI winner, a CEO of Evil Geniuses. Peter led OpTic Gaming to a 7<sup>th</sup> place finish at 2018 International and presently captains the Ninjas in Pyjamas Dota2 team.



Alex "RobotVice" Dager is our primary content producer. A well-known Dota player credited with teaching EG Techies strats at TI5. On the flip side, a BS in IT and 4 years as a Military Contract specialist rounds out his contributions.



Joe Dager handles sponsorships and PR for NADCL. He has over 30 years in the Marketing arena and most recently has been working in SaaS discipline helping over 50 organizations in the past 5 years in the Business Development area.

The three of them are supported by a host of Dota enthusiasts that specialize in content development, gaming and league structuring.



# North America Dota Challengers League

## Current Sponsorship Opportunities



### Draft Ad Spot on Featured Games

- \$1,500 for 7 weeks League Play
- \$1,000 for Tournament Play
- \$2,000 for both slots (based on availability)



### In-game Ad Spot on Featured Games

- \$2,500 for 7 weeks League Play
- \$2,000 for Tournament Play
- \$4,000 for both slots (based on availability)
- A short event will overlay your display in this area several times during game.

All proceeds will be split 50% to players and 50% towards sustainability of league structure.  
*Less any transaction fees occurred*

# North America Dota Challengers League

## Current Sponsorship Opportunities



Replace 1 - NADCL Logo Under “Sponsored by” With Yours on Overlays

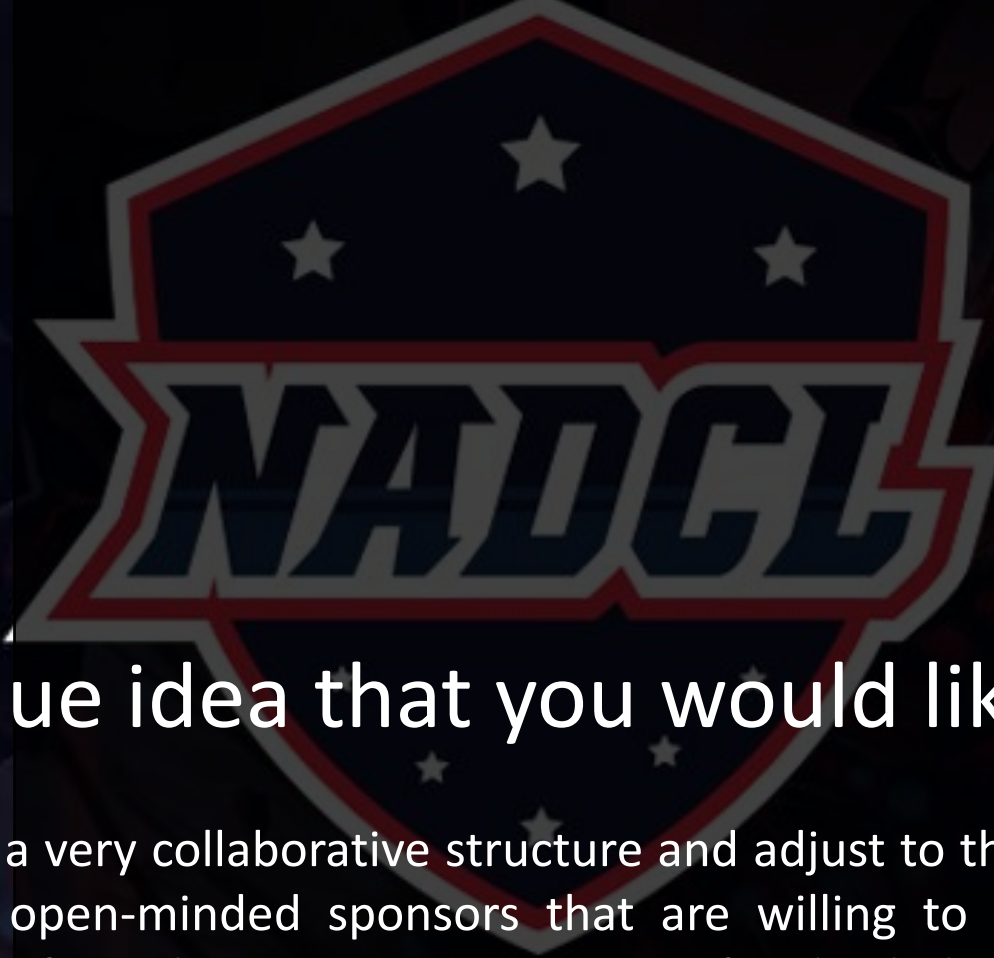
- All 5 overlays included in price
- \$2,500 for 7 weeks League Play
- \$2,000 for Tournament Play
- \$4,000 for both slots  
(based on availability)

All proceeds will be split 50% to players and 50% towards sustainability of league structure.  
*Less any transaction fees occurred*



# *North America Dota Challengers League*

*We Want To Be Your Sandbox*



**Have a unique idea that you would like to present?**

Our idea is to create a very collaborative structure and adjust to the viewership's interests. We are looking for open-minded sponsors that are willing to test the edges of their marketing and benefit from the direct and immediate feedback that you will receive.



# *North America Dota Challengers League*



Please contact [joe@NADCL.com](mailto:joe@NADCL.com) or on Discord at [jdager#3237](#) for more information.

Dager Entertainment Inc. is an Indiana Based Corporation dba as the North American Dota Challengers League (NADCL)