

COMMERCIAL PROPOSAL

MUNDO GAMER

SHOWCASE

The global digital event that connects players, studios, creators, and brands.

2026

An event powered by Mundo Gamer Network

MUNDO GAMER + MG
NETWORK AG

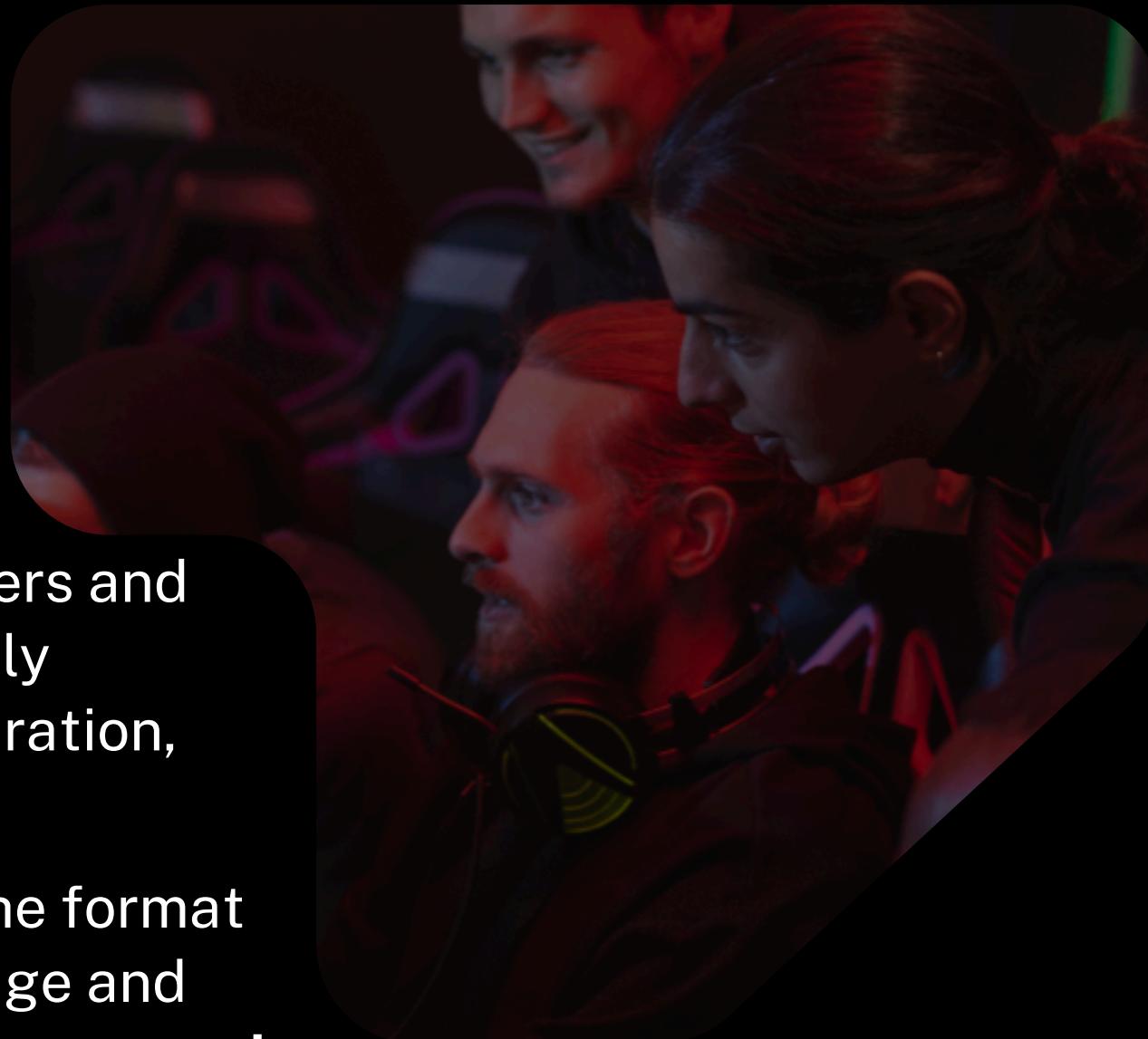


1. About the Showcase

Mundo Gamer Network is an international gaming ecosystem connecting studios, creators, media and brands through content platforms, live events and community-driven initiatives.

Built on this foundation, the **Mundo Gamer Showcase** is a curated global digital event designed to amplify indie and mid-tier games through presentations, announcements, trailers and editorial content. The Showcase is produced and commercially operated by **Mundo Gamer Agency**, ensuring professional curation, international distribution and partner execution.

The first edition, **Mundo Gamer Showcase 2025**, validated the format with 35 games from 22 countries, international media coverage and major creator co-streams. In 2026, the Showcase evolves into a **recurring global program**, delivering continuous visibility via live broadcasts on **Mundo Gamer TV (YouTube and Twitch)**, international co-streaming and long-tail distribution.



2. The Showcase Purpose

The Mundo Gamer Showcase was created to:

- Provide global visibility for indie and mid-tier studios
- Connect brands with players, creators and press
- Create a professional and curated promotional environment
- Support game discovery beyond live viewership
- Generate long-tail exposure, wishlist growth and brand recall
- Establish long-term presence within the gaming ecosystem

Each edition is designed to deliver value before, during and after the live broadcast.

3. Proven Results – Showcase 2025

The first edition of the Mundo Gamer Showcase, held in **December 2025**, validated the format and established the Showcase as a credible international platform, featuring a curated selection of indie and mid-tier studios from multiple regions.

Key Results:

- 35 games presented
- More than 100 published editorial articles across different regions
- Support from 20+ international media partners
- Multiple creator co-streams on YouTube & Twitch
- Highlight co-streams with large creator channels
- Official Steam Event presence, driving platform-native discovery with global reach exceeding 1.6 million impressions

Selected Games & Studios – 2025

- X4: Foundations (Egosoft) - Germany
- Master Lemon (Pepita Digital) - Brazil
- Hollow Mire (Mowlo Games) - United Kingdom
- Inferius (Lucid Rain Studios) - Canada
- Rogue Climber (Imaginary Games Studios) - United States
- Light Odyssey (SSUN Games) - South Korea

View the full list of participating games and studios from the 2025 edition: <https://mundogamer.agency/showcase-2025>

4. Global Presence & International Reach

The Mundo Gamer Showcase is a truly global discovery platform, not a regional event scaled online.

Showcase 2025 – International Snapshot:

- 22 countries represented
- 4 continents actively participating
- Studios from Europe, North America, South America and Asia

Why global diversity matters:

- Enables multi-market brand positioning
- Increases international press interest
- Attracts creators from different regions
- Expands cultural relevance and reach

Each new edition reinforces the Showcase as an international reference point for indie and mid-tier games.

5. Who Participates & Why It Matters

Who participates:

- Indie and mid-tier studios actively seeking visibility, wishlists and partnerships
- Selected AA teams and publishers announcing new titles, updates or expansions
- International creators and co-streamers with engaged gaming audiences
- Gaming press and industry media covering discovery, trends and launches
- Brands, platforms and services aligned with the global gaming ecosystem

Why this matters:

- Studios are showcased in an environment watched by players, press and creators at the same time
- Brands are placed inside authentic discovery moments, not intrusive ad slots
- Media receives diverse, international and curated content, increasing coverage likelihood

This structure creates a high-quality signal environment, where visibility converts into awareness, credibility and long-term impact.

6. Mundo Gamer Showcase 2026 – Annual Global Edition

In 2026, the Mundo Gamer Showcase evolves into a year-round international program, divided into four strategic editions.

Showcase Calendar 2026:

- March 2026 – Spring Showcase
- June 2026 – Summer Showcase
- September 2026 – Fall Showcase
- December 2026 – Global Year-End Special

Brands can participate in:

- A single showcase, or
- The full annual program with presence across all four editions

Each edition reinforces the next, creating a continuous visibility cycle for studios and brands.

7. Press, Influencers & Amplification Network

The Showcase is broadcast live on Mundo Gamer TV (YouTube and Twitch) and amplified through international creator co-streams.

Our amplification network includes:

- International gaming press coverage
- Live creator reactions and co-streams
- Post-event breakdowns and highlights
- Short-form content across social platforms
- Multi-platform distribution:
 - YouTube, Twitch, Instagram, TikTok, X / LinkedIn

Strategic advantage:

- Most exposure happens after the live event
- Content spreads across multiple large creator channels
- Press coverage reinforces credibility and discoverability
- Brands benefit from earned media, not only paid placement

The Showcase operates as an amplification engine, multiplying reach far beyond the official broadcast.

8. Confirmed Press & Creator Examples – Showcase 2025

More than 30 media outlets and creators actively participated in the Mundo Gamer Showcase, contributing to visibility, amplification and post-event reach.

Confirmed participation included:

- Editorial coverage and news publishing
- Live trailer reactions and gameplay commentary
- YouTube & Twitch co-streaming
- Post-event breakdowns and highlight clips
- Multi-platform content distribution



Examples of media outlets and creators that actively covered or co-streamed the Showcase.

The complete press and influencer list is publicly available and updated frequently at mundogamer.agency/showcase.

Sponsors are highlighted with priority placement.

9. Showcase Deliverables

Pre-event:

- Sponsor announcement content
- Pre-event promotional posts
- Press positioning
- Creator alignment

During the event:

- Brand exposure in the live broadcast
- On-screen placements and mentions
- Sponsor integrations
- Visibility through co-streams
- Clear CTAs aligned with the package

Post-event:

- International press release
- Editorial articles and recaps
- Short-form social media clips
- Newsletter distribution to industry audience
- Permanent content on Mundo Gamer platforms
- Editorial presence in MGN Magazine



Sponsor integrations appear throughout these formats depending on the selected package — including logo placement, mentions, dedicated segments and social media exposure.

10. Expanded Distribution & Post-Event Reach

Unlike traditional broadcasts where visibility depends on live viewers alone, the **Mundo Gamer Showcase** is designed for long-tail reach.

The live premiere is only the starting point – **most of the visibility comes from post-event distribution, press coverage, clipping, reactions and co-streams on larger channels.**

Distribution Source	Main Value	Reach Potential
Official Stream (Youtube & Twitch)	Premiere visibility	Base entry point
Co-Streams	Amplified audience via bigger channels	Main growth driver
Press Coverage	Articles & highlights	Broad discovery
Social Media Clips	Long-tail engagement	Viral potential
Community Platform	Permanent library pages	Evergreen discoverability
Newsletter	Industry audience	Targeted exposure

Exposure continues for days, weeks and even months afterward.

11. MGN Magazine – Post-Showcase Amplification

Each Showcase edition is followed by a dedicated release of MGN Magazine.

The Magazine provides:

- Editorial features on participating games
- Event recaps and highlights
- Sponsored content and brand placements
- Evergreen discoverability



The Magazine transforms each Showcase into a media asset, extending value beyond video.

Read more at:

<https://mundogamer.network/magazine>

12. Participation Models & Investment

The Mundo Gamer Showcase is a truly global discovery platform, not a regional event scaled online.

Single Showcase Participation

- Valid for one Showcase edition
- Ideal for launches or focused campaigns
- Full access to event deliverables

Official Annual Partner (4 Showcases)

- Presence across all 2026 editions
- Priority editorial positioning
- Stronger brand association
- Cost advantage vs single entries
- Recognition as an Official Annual Partner

The following investment levels reflect strategic visibility packages, not isolated media placements.

13. Estimated Investment

All values are estimates based on quotes obtained on 01/01/2026 and are subject to change depending on availability, exchange rates, and logistics.

Sponsor Tier (Single Showcase – per edition)	Price (€)	Slots
Master	€5.000	1 Exclusive Slot
Gold	€2.500	4 Available
Silver	€1.000	5 Available
Bronze	€499,00	10 Available

Total sponsor availability: 10 slots only

Multi-Edition & Annual Partnerships Available

Brands participating in more than one Showcase edition benefit from extended visibility, priority placement and improved cost efficiency.



- Availability and pricing apply per edition
- Taxes and conversion fees may apply depending on country and payment method

MASTER PACKAGE

€5.000

(1 slot only)

Your brand as the official enabler of the
Mundo Gamer Showcase 2025

Why invest in the Master Package?

The Master Package offers exclusive visibility and **top-tier presence across the entire event**, including “Presented by” branding, segment integration, social amplification and premium editorial placement.

You become the dominant brand associated with the Showcase — featured in every key communication moment, before, during and after the broadcast.

MASTER PACKAGE

€5.000

(1 slot only per edition)

Includes:

- “Presented by” branding on opening and closing of the Showcase
- Featured 30–60s spotlight block during the broadcast
- Logo in every communication asset
- Premium placement in official press release & media distribution
- Dedicated Sponsor Highlight Slide during the event
- 2 Dedicated social media posts across MGN channels
- Branding included in event recap video + magazine recap
- Priority placement on website & promotional materials
- Ability to Sponsor up to 3 indie games (Ultimate tier)
- Permission to include a brand CTA or offer/coupon



The Master Sponsor is present everywhere — not just visible, recognised.
Packages can be extended into an Official Annual Partnership.

GOLD PACKAGE

€2.500

(4 slot only per edition)

High exposure during coverage with prominent presence, without exclusivity by segment

Ideal for brands aiming for strong multi-channel visibility inside the Mundo Gamer Showcase — gaining consistent exposure through highlighted placement, event mentions and branded recognition.

Includes:

- Logo displayed during one broadcast segment
- Mention in official event press release
- 1 dedicated social media post announcing the sponsor
- Featured in recap content & selected short-form clips
- Placement on event website & newsletter announcement
- Sponsor name listed in the Showcase credits
- Ability to Sponsor 1–2 indie games (Pro/Premium tier)
- Eligible for optional brand CTA add-on



The Gold package does not guarantee exclusivity in segments, but ensures high visibility across the broadcast and communication channels.
Packages can be extended into an Official Annual Partnership.

SILVER PACKAGE

€1.000

(5 slot only per edition)

Entry-level sponsorship providing solid visibility throughout the digital event experience. Ideal for brands seeking presence without high investment.

A great entry tier for brand visibility, ensuring presence within Showcase communications and selected post-event exposure opportunities.

Includes:

- Logo featured in Sponsor Wall during the event
- Mention in public Thank-You Post
- Website & end-credits sponsor listing
- Included in post-event promotional material (group tier)
- Ability to Sponsor 1 indie game (Starter tier)
- Recognized as Supporting Sponsor



The Silver package offers brand exposure with visibility integrated into event communication cycles. Packages can be extended into an Official Annual Partnership.

Bronze Package

€499,00

(10 slot only per edition)

This tier sponsors the participation of an indie game, helping a studio reach global visibility while your brand is publicly credited for making it possible.

Ideal for brands wanting to support indie developers and be recognized as a contributor to the Showcase, sponsoring one game's participation.

Includes:

- Funds one game participation in the Showcase
- Brand listed as Indie Support Sponsor
- Logo appears next to the supported game during presentation
- Included in Supporters social banner + public mention
- Name included in recap & end credits
- Badge: "Indie Support Partner"



The Silver tier provides brand visibility within Showcase communications and post-event exposure. Packages can be extended into an Official Annual Partnership.

14. Multi-Edition & Official Annual Partnership

1 EDITION

- Launch visibility
- Short-term exposure
- Single campaign moment

2 EDITIONS

- Campaign reinforcement
- Repeated brand presence
- Stronger recall

3 EDITIONS

- Consistent brand presence
- Multi-market reinforcement
- Stronger audience recall

4 EDITIONS

OFFICIAL ANNUAL PARTNER

- Year-round positioning
- Priority editorial & visibility
- Strong brand association

Participating across multiple editions transforms the Showcase from a single exposure into a continuous visibility strategy, increasing brand recall, strengthening association and reducing cost per exposure over time.

Official Annual Partnerships are designed strategically based on brand goals and edition availability.

15. Who can advertise or support?

This initiative is ideal for:

- Game studios (indie, AA, AAA)
- Publishers and platforms
- Engines, tools and dev software
- Hardware and peripheral brands
- Fintech and digital economy companies
- Education, hubs and incubators
- Marketing and PR agencies

By supporting the Showcase, your brand connects directly with three high-value audiences:

- **Players & gamers** globally engaged with new releases and trailers
- **Press, influencers and media outlets** amplifying visibility through coverage, reaction content and social distribution
- **Industry professionals & studios** within the Mundo Gamer Network ecosystem — an international community active in 95+ countries

Any brand seeking authentic exposure to players, creators, press and industry professionals will benefit.

Sponsorship unlocks multi-channel positioning.

16. Payment Methods

We offer two secure options to facilitate sponsorship:

For companies in Brazil:

- **Payment via corporate PIX**
- Transfer

Taxes applied according to Brazilian regulation

For international companies:

- **Payment via PayPal (International)**
- SEPA bank transfer
- Issuance of a professional invoice with descriptions and dates



Agreed net amounts must be guaranteed after fees and taxes.
In the case of international payments, service fees are passed on to the payer.



17. Next Steps

Ready to be part of the Mundo Gamer Showcase?

We look forward to promoting your game or brand to a global audience.



Business contact:
central@mundogamer.agency



Schedule a meeting:
calendly.com/mundogameragency



Learn more:
www.mundogamer.agency/showcase
www.mundogamer.network