



BERSERK GENERATION

Shaping the future of African youth culture through esports, fashion, creative expression, and digital innovation.

FOUNDED 2026



CHAMPIONSHIP LEGACY SINCE 2023



OFFICIAL PARTNERSHIP PITCH

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ABOUT BERSERK GENERATION

Founded in 2026 by Anyanwu Peter Amarachukwu (MACIEN), Berserk Generation is a Nigerian esports and gaming lifestyle organization built on a championship legacy dating back to 2023.

Following years of regional success and record-breaking performances, we are building a platform where esports, fashion, creativity, blockchain, and community come together to shape the future of youth culture in Africa.

Our Mission

To empower African youth by creating opportunities through esports, gaming, fashion, technology, and creative expression.

"We don't just build champions. We build culture."



HISTORIC HIGHLIGHTS

- Free Fire Clash Cup Nigeria 2026 — Champions
First Garena-sanctioned Free Fire champion in Sub-Saharan Africa
- Free Fire World Series Africa 2026 (Spring) — Finalists
- DECA Cup 2026 — Champions
- Gamr X2 2023 — Champions
- Infinix Gaming Masters 2024 — Champions
- Nigerian Free Fire Championship — Champions
- Slayers League (AZTEC) — Champions
- NFL M-Pro League 2025 — Runners-up
- Multiple ACGL Champions



BY THE NUMBERS

\$20K+

PRIZE WINNINGS

10K+

COMMUNITY MEMBERS

1.5M+

MONTHLY ENGAGEMENTS

5

MAJOR AWARDS

Driven by a network of **20+ professional esports athletes, creators, and influencers** connecting brands with millions of gaming and youth culture enthusiasts across Africa.

GLOBAL EXPOSURE

For any brand looking to connect with Africa's next generation of consumers, Berserk Generation offers a powerful platform.

Our participation in FFWS places us in front of millions of viewers globally, while our connection to Nigeria's youthful and highly digital population gives brands direct access to a massive, engaged audience.

Partnering with Berserk is not just about putting your logo on a team, it is about putting your brand at the center of gaming, youth culture and one of Africa's fastest-growing consumer markets.



WHY PARTNER WITH US



Brand Visibility

Reach highly engaged audiences through tournaments, social media, livestreams, team jerseys, events, and premium digital content.



Authentic Community

Build genuine relationships with passionate communities through experiences that feel natural, memorable, and trusted.



Creative Activations

Bring your brand to life through esports tournaments, campus tours, creator collaborations, product launches, and giveaways.



Tailored Partnerships

Every collaboration is designed around your business objectives, ensuring meaningful results for your brand and audience.



Measurable Impact

Drive brand awareness, engagement, content reach, community growth, and direct access to Africa's youth market.



Built for Tomorrow

Creating a scalable ecosystem spanning esports, content, fashion, education, events, and digital innovation.

PARTNERSHIP OPPORTUNITIES

 Title Partner

 Official Gaming Device

 Internet & Telecom

 Official Energy Drink

 Fashion & Apparel

 Financial Services

 Tournament Partner

 Official Content Partner

 Official Automotive

 Merchandise Partner

 Official Technology

 Custom Packages

ACTIVATION IDEAS



Campus Tours

Engage university students directly through competitive gaming events, workshops, and brand pop-ups across Nigeria.



Creator Collabs

Leverage our roster of 20+ athletes and influencers for co-branded content, challenges, and product unboxings.



Product Launches

Integrate hardware, devices, or financial products seamlessly into live tournament streams and experiential showcases.



Online Challenges

Drive mass audience engagement with branded online gaming tournaments, giveaways, and social leaderboards.



Apparel & Drops

Co-create high-demand, limited-edition street fashion items fusing gaming culture with streetwear aesthetic.



Fan Experiences

Exclusive VIP access, meetup zones, and interactive booths at major gaming expos and competitive finals.

OUR VISION

To build Africa's leading gaming and youth culture brand.

Berserk Generation is creating a scalable ecosystem spanning esports, content, fashion, education, events, and digital innovation—giving partners the opportunity to grow alongside one of Africa's most ambitious gaming brands.



LET'S BUILD TOGETHER



Berserk Generation is more than an esports organization—we're building a movement that inspires talent, creates opportunities, and connects brands with the next generation of African consumers.



WEBSITE

www.berserkgeneration.com



PHONE

+234 706 830 7149



EMAIL

partnership@berserkgeneration.com



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