



Born2Battle

MEDIA KIT · 2026

YOUR BRAND – WHERE CLANS PLAY

Born2Battle is the HQ for clan communities in military and tactical games. Tournaments under a sponsor's brand, bringing new games on board and aggregated stats for developers.

info@born2battle.net

born2battle.net/en/about/partners/

ABOUT

Where clans live

The commander builds the roster and assigns roles, schedules practices and wars, talks to the team in chat and voice, and runs the clan's website on its own subdomain. Every player's stats come straight from the game servers.

We grew out of the Broken Arrow esports community; the unit and map reference is built from the game files with the permission of the developer, Steel Balalaika. Now we are opening the platform to other military and tactical games.

Audience

- **Players** — of military and tactical strategy games, aged 16–35, mostly PC
- **Clan commanders** — each brings dozens of players along
- **Viewers** — tournaments, streams and game news

233,710

player profiles in the tracker

10,525

matches in 30 days

21

clans on the platform

RU · EN

web, iOS and Android

Born2Battle tracker data, October 2026



What we offer, and to whom

01

Sponsors

- **Named tournament** — page, bracket, prizes, announcements and broadcasts under your brand
- **Clan war season** — a series of challenges with standings and a final
- **Placement on the site** — game hub, news, tournament and stream blocks
- **Prizes** — platform subscriptions and promo codes in the prize pool

02

Studios and publishers

- **Your game on the platform** — hub, clans, tournaments and tracker for launch
- **Game data** — aggregated unit, map and side stats
- **Reference from game files** — only with the studio's permission
- **Community reach** — news and announcements in the feed and clan bots

03

Media and creators

- Streams on the home page and in the game hub next to tournaments
- **Joint events** — show matches, community cups, giveaways
- Creators' guides and news in the game sections
- **Themed projects** — military history, scale models, reenactment

EXAMPLE

A tournament under your brand

- Partner's logo and name in the tournament page header
- "Supported by" in the bracket and match results
- A banner in the game hub and a post in the news feed
- Announcements in clans' Telegram and Discord bots
- Final broadcasts in the streams block
- A report after the campaign: reach, participants, views



Why Born2Battle

A niche audience

Players of military and tactical strategy games and clan commanders.

Data from the game

Stats from the game servers, reference built with the developer's permission.

Ready infrastructure

Tournaments with brackets, clan wars, streams, clan websites, bots.

Honest with data

Partners get aggregated numbers only, no personal data.

How to start

01

Write to us

Briefly about your brand and goal — by email or through the form on the site.

02

We pick a format

A tournament, a season or a placement, and launch dates.

03

Launch and report

Reach, participants and views after the campaign.

Let's discuss your format

We'll reply by email with a proposal for your goal.

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