



January 2013

Contents

About FpsCorner	3
Overview	3
2013 Goals	4
LAN Relocation	4
Motivation	4
Management	5
Structure	6
Statistics	8
LAN Events	8
Website	10
Facebook	11
Steam	13
TeamFortress 2	14
Battlefield 3	15
Sponsorship Opportunities	16
Current Expenditures	16
Monthly	16
LAN	16

About FpsCorner

Name	FpsCorner
Established	December 2010
Website	http://fpscorner.com.au
Contact	admin@fpscorner.com.au
Facebook	http://facebook.com/fpscorner
Steam	http://steamcommunity.com/groups/fpscorner
Servers	1x Battlefield 3 Server 1x TeamFortress 2 Server 1x Teamspeak 3 Server
Competitions	Alienware BF3 8v8 Finalists (Finished) Gamearena BF3 16v16 Finalists (Finished) Cybergamer BF3 4v4 (Current)
Events	Quarterly Hosted LAN Events

Overview

FpsCorner was first established in the later parts of 2010 as an Australian Clan and Community with a focus towards the first person shooter genre.

As we welcome 2013 we can look back and appreciate how much we have expanded and grown with emphasis on a community driven environment with addition of now hosting quarterly LAN events.

2013 Goals

While we are only a moderately small group we have set our aim high, while expansion is our primary aim we have set smaller goals to reach that point including:

- Increasing our Facebook likes to 200.
- Increase steam group members to 100.
- Reach 70+ people at our LAN events.
- Increase prize pool to \$500 at LAN Events.
- Increase our amount competitive teams online.

LAN Relocation

An existing limitation on our goals is the current LAN Events venue. Our last three LANs have been hosted at Kiama Leagues Club, 45 minutes south of central Wollongong. In hope of increased turnouts, we have made the decision to host our next LAN at the Wollongong Steelers Club situated in central Wollongong. Not only is the new location located within greater proximity of the majority, it also holds the potential for increased patrons as it provides greater seating arrangements and power.

Motivation

The lack of community driven servers with a friendly and regular player base was a problem we strived to fix. We strive to provide quality servers that promote a friendly community while also ensuring heightened administration.

While we continued to host smaller LAN events within our personal homes; numbers started to grow and it was evident there was a need for LAN events in the Illawarra region. Consequently we took it upon ourselves to provide reputable LANs with a friendly yet competitive atmosphere.

Management

At any time, all administrators can be contacted using admin@fpscorner.com.au

Andrew “Tazzernator” Tajsic (Founder) email: tazzernator@fpscorner.com.au

Andrew first started FpsCorner in 2010 and is responsible for all technical aspects of the organisation including the Web Development, Server Management, along with LAN Network Infrastructure, Gateway, Proxies, and Filtering. He is entering his 4th and final year at the University of Wollongong studying a Bachelor of Information Technology with a double major of Network Design and Management, and Web Development. In his off time he works with his own business Hypernex (<http://hypernex.com.au>) to bring Web Development, Network Infrastructure and general support for small business.

James “FIX” Hearn (Administrator) email: fix@fpscorner.com.au

James is responsible for Server Administration and LAN Network Infrastructure planning. James runs his own small business of computer repairs and network installations called ‘JIMFIX Computers’ situated in Kiama, NSW. He has a Diploma in Network Engineering, Diploma in Networking, and a Certificate 4 in Technical Support.

Joe “Joey” Morris (Administrator) email: joey@fpscorner.com.au

After attending our first LAN event in April of 2012, Joe has shown to have key interests in the development and ongoing progress, growth, and internal operations of FpsCorner. As a direct consequence, he has progressed through the ranks quickly and today is a vital part of our management team. Joe is responsible for Server Administration and Public Relations including sponsorship. He is currently studying Computer Science at the University of Wollongong.

Simon “LBJ” Cox (Administrator) email: lbj@fpscorner.com.au

Simon is responsible for the ongoing management of both users and online competitions within FpsCorner and continually ensures that users are kept up to date with current events, scrim, and team formation. Simon is currently a Junior Officer in the RAAF and is studying a Bachelor of Arts majoring in International Relations and Journalism.

Aaron “Promythyus” Brooks (Administrator) email: promythyus@fpscorner.com.au

Aaron is responsible Server Administration, LAN Event Assistance, and General Support. Joining FpsCorner in early 2011, he has proven to be an asset in assisting in Server Management, User Management, and setting up and maintaining LAN Game Servers for LAN Event use. Aaron is currently studying a Bachelor of Biological Sciences at the University of Wollongong.

Structure

FpsCorner is unique as it offers various levels of structure in terms of not only management, but also the user base.

1. **Founder**
2. **Administrator**
3. **Officer**
4. **Member**
5. **Friend**
6. **Guest**

1) Founder (Tazzernator)

Not much needs to be explained here. The Founder's role is exactly the same as an Administrator but has heightened permission levels throughout the website, teamspeak, and other related services. This is in an attempt for heightened security.

2) Administrators

The Administrators have final say in any underlying matter and can make decisions on their own without other Administrative approval in terms of User Management. In regards to finance, structures, and promotions, a 100% vote must be passed. Finally they additionally poses any Officer related role if they deem it appropriate.

3) Officers

Officers ensure that User and Server operations are kept functional and operational at all times. This includes Server Administration and Management, Competition sourcing and Management, and User Management. Officer positions are only ever offered and cannot be requested. A 100% Administrative and Founder vote must pass for an individual to become an Officer.

4) Members

Members are expected to remain active and promote FpsCorner as a Community worth attention. Additionally they have extended access to the Portal, Forums, and heightened Teamspeak permissions.

To become a member ALL of the following attributes must be first achieved:

- Be over 18
- Be a Friend
- Be active for at least 2 months
- Have at least 50 board posts
- Receive 100% Approval from the Founder and all Administrators.

5) Friends

Friends are individuals of who show active participation within the FpsCorner Community.

To become a friend, just ONE of the following attributes must be met:

- Attend an FpsCorner LAN hosted event.
- Be recommended by an existing member. (Note: Members are held responsible for those whom they recommend)
- Be active within the community website and/or teamspeak.
- Have 50 board posts.

6) General User

Anyone who registers to the website. They have access to the Introductions and Community board.

Statistics

LAN Events

Event	Date	Turnout	Price	Location
April LAN	April 28 th 2012	20	\$10	Kiama, NSW
Pyro LAN	August 4 th 2012	33	\$20	Kiama, NSW
Scary LAN	October 28 th 2012	21	\$20	Kiama, NSW
March 2013	March 2 nd 2013	Unknown	\$20 Online \$30 Door	Wollongong, NSW

Our LAN events usually contain three appealing competitions that are spread out throughout the day. Between said competitions we promote a 'free play' time where individuals can play whatever they wish on their own or with others using the network infrastructure available. Usual winners are Battlefield Vietnam, Age of Empires 2, and Call of Duty.

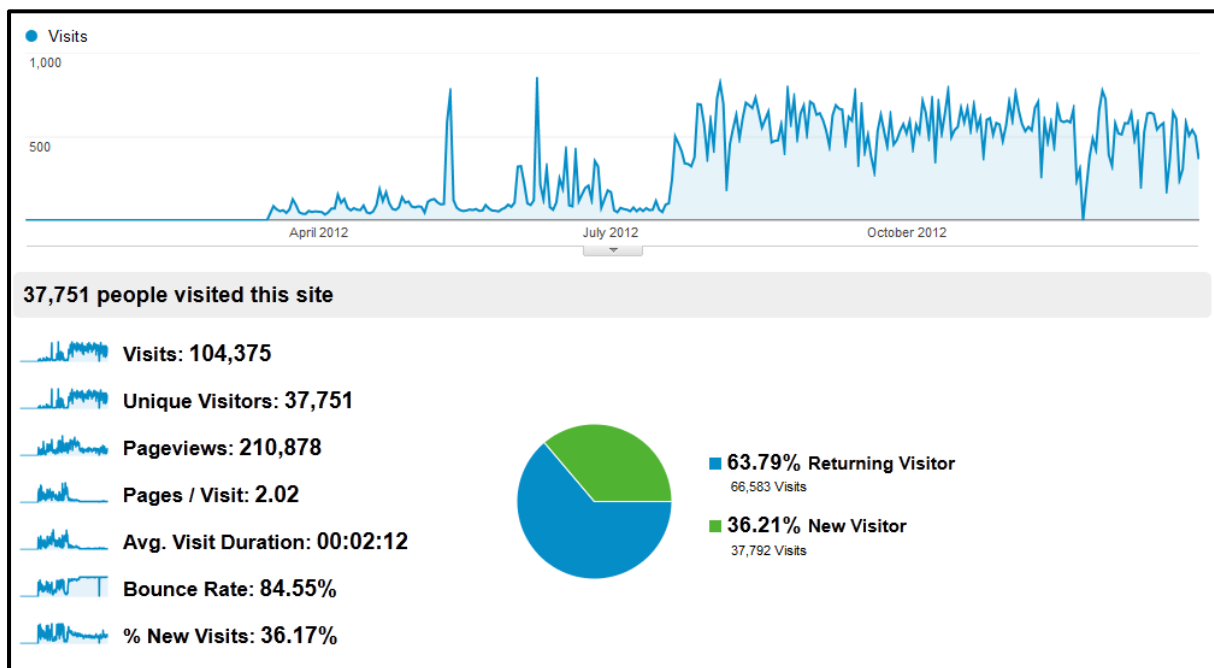
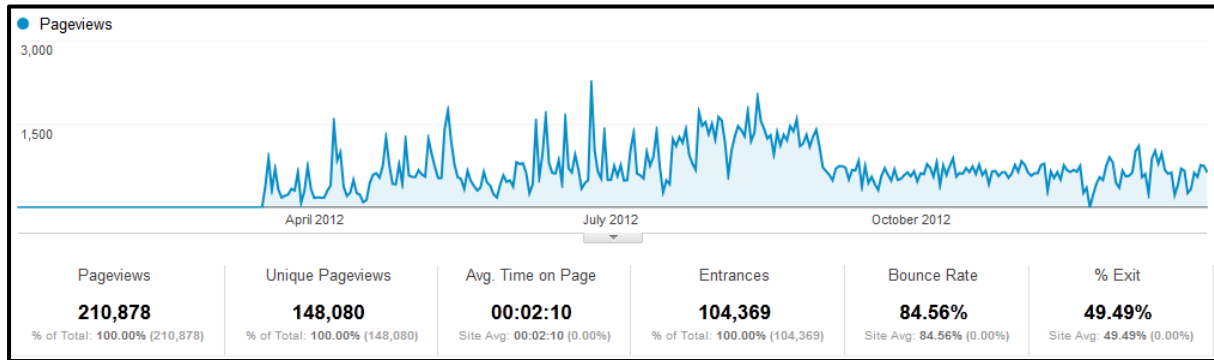
Any team that is present at the LAN is eligible to compete for the selection of prizes available on the day. Said teams are asked to sign up 30 minutes prior to competition so a ladder can be crafted. Previous LAN events have shown success in running competitions for a variety of games including TeamFortress 2 Pyro Dodgeball, CounterStrike GunGame, Super Meat Boy Time Attack, and an all-time favourite: Blur.



Website

The FpsCorner website is a portal to all that happens within the community. LANs, Scrims, general chat all transpire through the customised CMS Andrew has developed and maintained over the years.

Over the year of 2012, there have been **210,878 page views** from a total of **37,751 unique visitors**. (Started tracking March 17th using Google Analytics)



Facebook

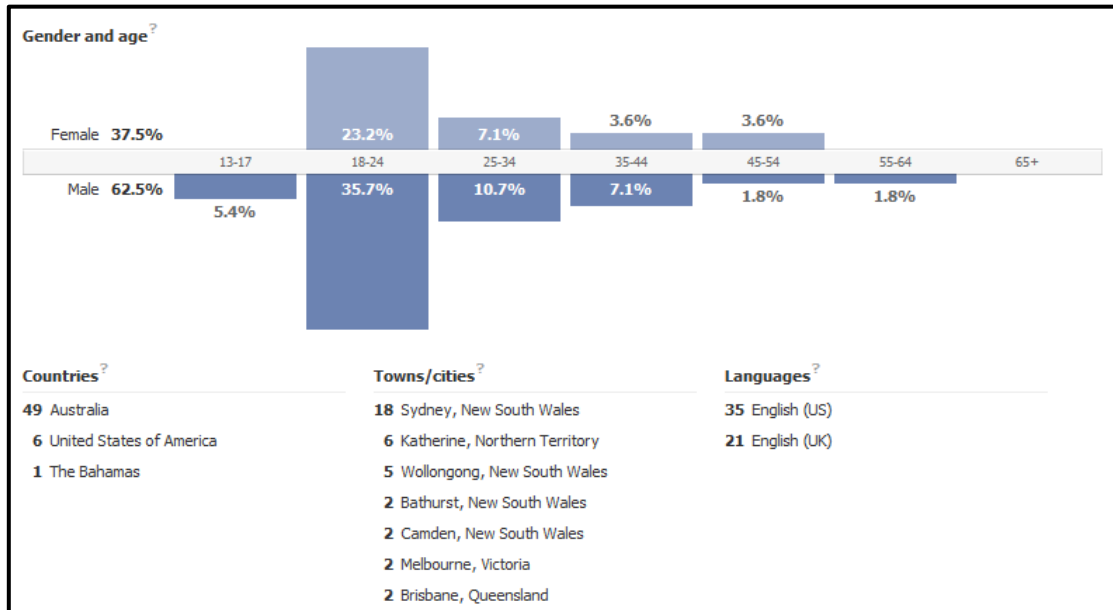
<http://www.facebook.com/fpscorner>

Our FpsCorner page currently has **113 likes** which has a **38,268 viral potential** with an expected **700-800 viral reach**. How viral a post becomes is determined by the quality of said post.

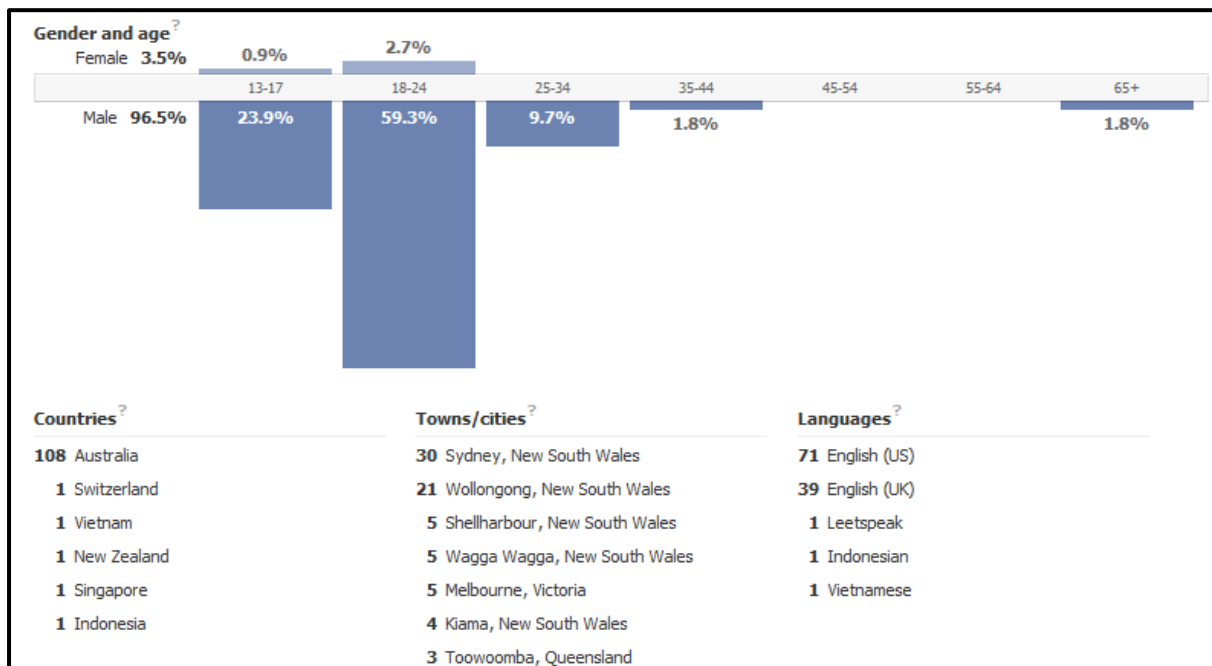
Here is an example of our most recent post about the Christmas SteamPowered sales:



The following graph highlights the demographics of the individuals that the page has reached through virality in the past month:



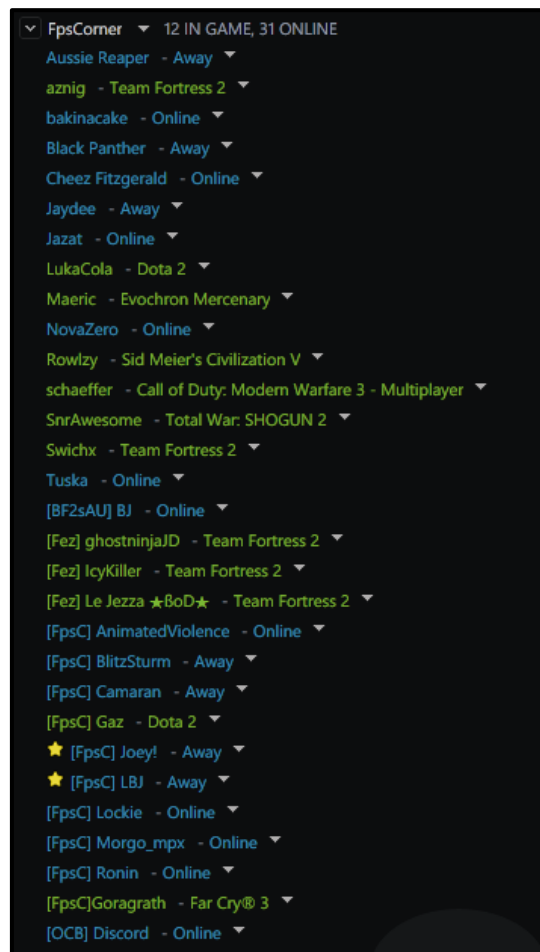
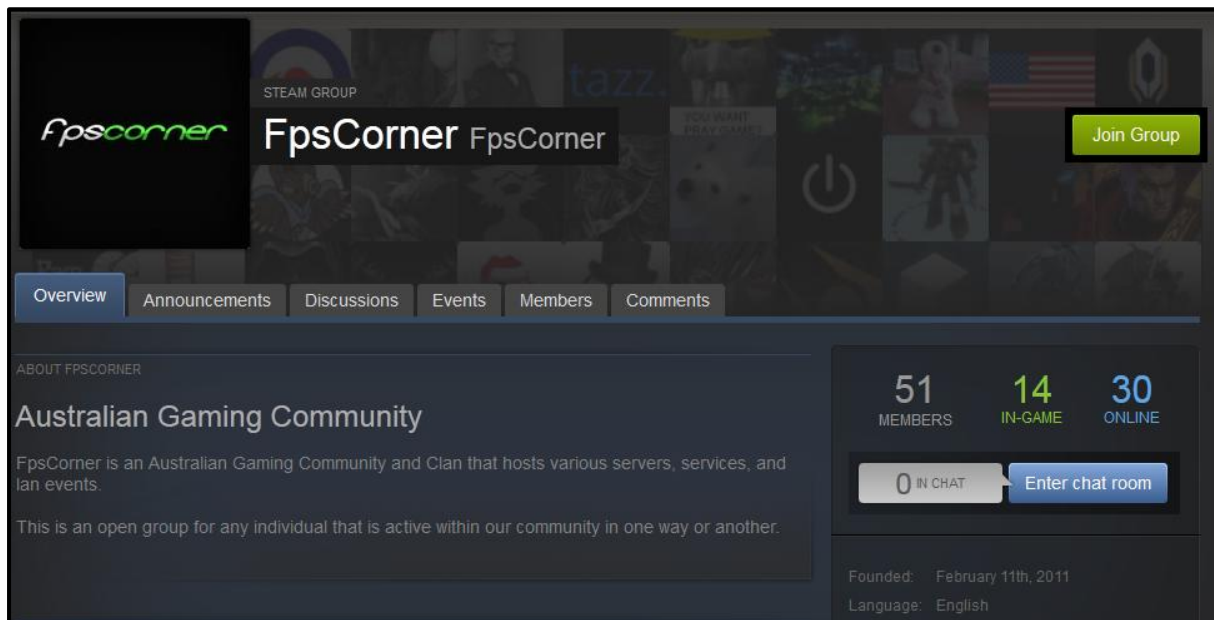
The following highlights the demographics of the individuals who like the FpsCorner page:



Steam

<http://steamcommunity.com/groups/fpscorner>

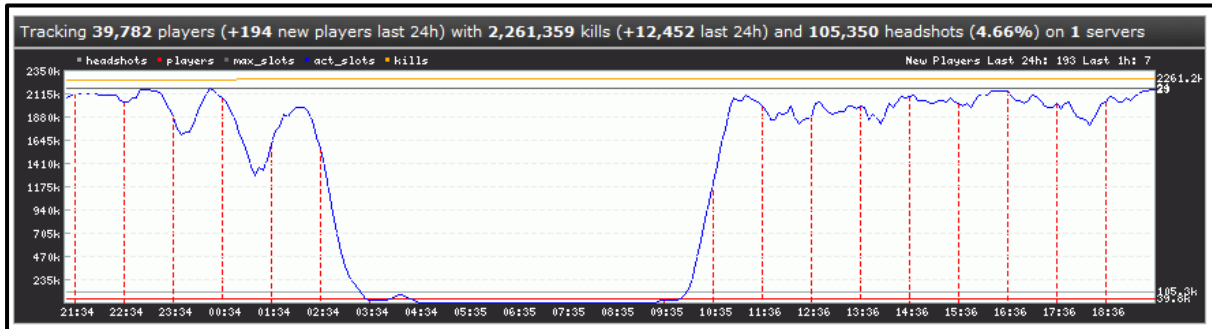
In February of 2011 we created a Steam Group that is open to join by the public as another means of social reach.



TeamFortress 2

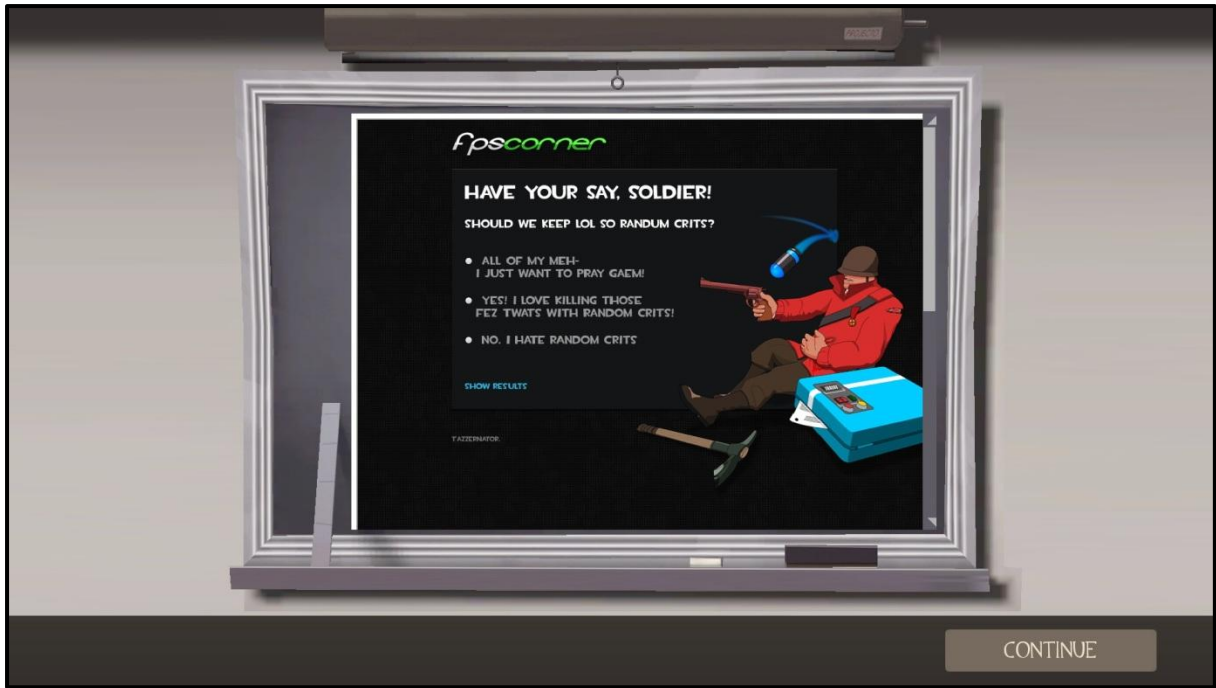
The TeamFortress 2 Server is one of our most popular community engagements. The server has a stats tracking software which is visible at <http://stats.fpscorner.com.au/tf2/>.

The software states that it is now tracking **39,781 players** with an average of about **200 new users daily**. Additionally there are more than **200 regular users with 24+ hours of gameplay** on our server. With the sum of all users' connection time, there has been a total of **65,444 hours (7.5 years) of gameplay** on our TF2 server.



Rank	Player	Points	Activity	Connection Time	Kills	Deaths	K:D	Headshots	HS:K	Accuracy
1	[Fez] Wishes	8,548 ↑	██████████	20d 23:35:00h	8,749	17,132	0.51	6	0.00	0.0%
2	[Fez] Le Jezza	12,249 ↑	██████████	20d 19:27:00h	22,295	17,150	1.30	1,683	0.08	0.0%
3	[NB] Applelord™	7,366 ↑	██████████	16d 16:03:10h	7,920	11,523	0.69	301	0.04	0.0%
4	Absinthe	14,435 ↑	██████████	16d 04:02:31h	3,615	9,406	0.38	0	0.00	0.0%
5	aznig	12,114 ↓	██████████	15d 05:31:14h	12,903	13,850	0.93	125	0.01	0.0%
6	[Fez] ghostninjaJD	19,226 ↑	██████████	13d 07:58:49h	12,807	9,479	1.35	298	0.02	0.0%
7	RF Gnobiev	11,661 ↓	██████████	11d 00:17:25h	11,532	9,493	1.21	3	0.00	0.0%
8	[Fez] D3vil kid	12,659 ↓	██████████	10d 21:23:35h	15,623	8,189	1.91	211	0.01	0.0%
9	Tomo Takino	17,980 ↓	██████████	10d 17:27:43h	11,886	6,377	1.86	773	0.07	0.0%
10	grassy	25,433 ↑	██████████	10d 12:34:01h	21,034	8,261	2.55	329	0.02	0.0%
11	[FpsC] FIXICLES	11,430 ↓	██████████	8d 22:28:57h	9,383	6,940	1.35	13	0.00	0.0%

Finally, we have a landing page that can be utilised by the players to inform us on how they wish the server to operate.



Battlefield 3

Although our Battlefield 3 server is now retired and used only for Scrim and Practices; our tracking software denotes that a total of **18970 players** have connected to the server at some point.

Sponsorship Opportunities

A sponsor can expect some or all of the following opportunities depending negotiation of receivables:

- Name in server listing.
- Logo on the homepage of fpscorner.com.au and further related subdomains.
- Logo visible on social networking pages such as Facebook, Steam, Battlelog, Cybergamer etc.
- Logo on apparel.
- Logo on Flyers, Posters, Signs and other means of advertising at our events.

Additionally; we are open to all and any suggestions for further promotional opportunity ideas that we may have not thought of.

Current Expenditures (areas where sponsorship can be useful):

Monthly

TeamFortress 2 Server (24 ports)	\$23.73/mo
Battlefield 3 Server (16 ports)	\$15.84/mo
VPS (Web / Teamspeak)	\$10.00/mo
Total:	\$49.57/mo

LAN

Advertising	\$20.00
Prizes	\$200.00
Total	\$220.00