



MEDIA KIT LITE

Player One Game Café

Media Kit

A Lagos gaming destination, VR arena network, brand activation platform and media voice for gaming, esports and virtual reality in Nigeria.

Africa's Digital Playground

About Player One

Player One Game Cafe is a Lagos-based gaming and immersive entertainment brand with branches in Yaba, Surulere and Victoria Island / Silverbird Galleria. The brand brings together VR Arena, racing simulators, PS5 and console gaming, birthdays, school trips, date nights, corporate team bonding, creator visits, event rentals and gaming business advisory.

- Africa's Digital Playground
- Lagos gaming and VR entertainment brand
- Built for customers, groups, brands, schools, creators and partners



Our Locations

Player One Game Cafe operates across key Lagos entertainment zones, supporting walk-ins, birthdays, group bookings, school visits, team bonding and brand activations.

Yaba

E-Center Mall / Ozone Cinemas, Yaba. Strong fit for students, friends, casual groups and Mainland hangouts.

Surulere

Adeniran Ogunsanya Mall / Shoprite Mall. Strong fit for families, birthdays, weekends and community gaming.

Victoria Island

Silverbird Galleria. Strong fit for cinema visitors, date nights, creators, tourists and corporate groups.



What We Offer

Player One creates real-world gaming experiences for customers, groups, brands, schools and commercial partners.

Game Cafe Visits

Walk-ins, friends, families and groups across Lagos branches.

VR Arena

Free-roam and immersive virtual reality experiences.

Racing Simulators

Competitive driving challenges and event formats.

PS5 / Console Gaming

Console sessions, group play and quick competitive battles.

Birthdays

Group celebration experiences for kids, teens and adults.

School Trips

Guided recreation, VR exposure and edutainment moments.

Team Bonding

Corporate outings, group challenges and shared play.

Event Rentals

Gaming and VR energy for external events and activations.

Consulting

Game cafe, VR arena and equipment advisory conversations.

Our Audience

Player One connects with a broad Lagos audience through branches, events, content, school visits and social media.

Gamers

Console, racing, VR and competitive game lovers.

Families

Parents, kids, teens and weekend outing groups.

Students

School, university and youth communities.

Young Adults

Hangouts, date nights, creators and friend groups.

Corporate Teams

Departments, founders, sales teams and company outings.

Schools

Excursions, edutainment and guided group recreation.

Creators

YouTube, TikTok, Instagram and gaming content moments.

Event Planners

Brands, agencies, private events and activations.

VR Enthusiasts

People exploring immersive entertainment and future tech.

Brand & Event Opportunities

Brands, agencies, venues, schools and event planners can use Player One for gaming-led experiences that get people playing, bonding, sharing and remembering the moment.

Brand Activations

VR, racing, PS5 and gaming-led customer engagement.

Corporate Team Bonding

Staff outings and company gaming challenges.

School Programs

Guided student visits and future-tech exposure.

Creator Visits

Content sessions, creator challenges and branch moments.

Esports Events

Tournaments, leagues and community challenges.

Off-Site Rentals

Gaming setups and VR experiences for external events.

Equipment Testing & Product Reviews

Player One can give gaming, VR and technology brands a real-world Lagos testing ground with active players, operators, creators and events.

Product Testing

Test products with real customers and public-use conditions.

Product Reviews

Honest features after product access and agreed scope.

Demo Placement

Let players experience equipment in a branch setting.

Customer Feedback

Collect reactions from gamers, groups and creators.

Content Features

YouTube, Instagram, TikTok or article opportunities.

Setup Recommendation

Products may be considered for advisory conversations.

Media & Content Channels

Player One is building a media and authority layer around gaming, VR, esports, business lessons and Lagos entertainment culture.

Website

SEO pages, Insights articles and commercial lead pages.

YouTube

Player One of Lagos videos and founder lessons.

Instagram

Branch energy, reels, customer moments and campaigns.

TikTok

Short-form gaming, VR and event content.

WhatsApp

Bookings, inquiries and commercial lead conversations.

Google Profiles

Location visibility, maps, photos and reviews.

Partnership Options

Partnerships can be shaped around audience, branch, campaign goal, content deliverables, event format and product fit. This lite kit does not include a public rate card.

Sponsored Content

Clearly disclosed web, video or social content.

Equipment Testing

Product trials, demos and customer feedback.

Product Reviews

Review content only after real product access/testing.

Branch Activations

In-branch product or brand experiences.

Tournaments

Racing, VR, console or esports challenge formats.

Player One Arena

Venue, franchise, licensing or arena conversations.

Consulting

Game cafe and VR arena setup advisory.

Creator Collaborations

Creator visits, content days and gaming challenges.

Event Rentals

Gaming and VR experiences for external events.

Selected Work / Collaborations

Selected work should be presented carefully until logo permission, case details and usage rights are confirmed. For now, use text-only mentions and careful wording such as worked with, supported, hosted, activated for or collaborated with.

- Event planners
- Gaming companies and gaming communities
- Adisport
- GameEvo
- GameR
- Pepsi
- Coca-Cola
- Nigerian Bottling Company
- Nigerian Breweries
- Other confirmed brands and groups to be added later



Metrics / Reach

Current audience and campaign metrics are shared directly with qualified partners on request, using the latest available business and channel data. This lite media kit avoids unsupported numbers and keeps the public version focused on fit, opportunities and contact.

Website and campaign data

Shared on request

Instagram and TikTok reach

Shared on request

YouTube activity

Shared on request

Branch and event context

Shared on request

Campaign fit and options

Shared on request

Activation history

Shared on request

Contact / Call to Action

Partner With Player One

For sponsorship, equipment testing, event activations, media, consulting, Player One Arena or brand collaboration conversations, contact Player One with your goal, audience, timeline and preferred format.

- Website: <https://playeronegamecafe.com>
- Email: anthony.nwaosa@gmail.com
- Phone / WhatsApp: +2348035018040
- Instagram / TikTok: [@playeronegamecafe](https://www.instagram.com/playeronegamecafe)
- YouTube: Player One of Lagos
- LinkedIn: Anthony Nwaosa - <https://www.linkedin.com/in/anthony-nwaosa>

