



## **SPONSORSHIP PACKET**

**ESPORTS OHIO CHAMPIONSHIP — June 6th-7th, 2020**

## DEAR COMMUNITY PARTNER,

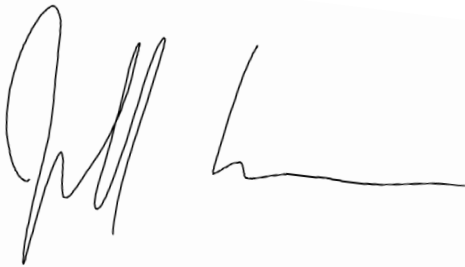
Esports Ohio was created as a grassroots effort by staff and faculty throughout Ohio to bring together districts across our state to compete in High School Esports. Our goal is to provide resources for our member districts to compete in a safe, school-led environment. We want to help grow Esports throughout our state and create more opportunities for our students to succeed.

Included in the following packet is information about different sponsorship packages for any official Esports Ohio LAN Tournament. We hope that you can find a package that suits your company's business and aligns well with our values at Esports Ohio. In doing so, your sponsorship will directly support students and schools throughout the state in providing premier events in Esports.

Esports Ohio would like to thank you for taking the time to look over our sponsorship information. Our hope is that you will find sponsorship with Esports Ohio is valuable to your business.

Visit our website at [www.esportsohio.org](http://www.esportsohio.org) to find more information about our past and future events.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeff Caranna', is displayed on a light gray rectangular background.

Jeff Caranna  
Co-Vice President / Event Organizer

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**SPONSORSHIP PACKET**



# ESPORTS OHIO

Esports Ohio was formed in 2019 as a non-profit by a handful of educators and school staff in Ohio that had a passion for esports. The organization was created in order to provide an Esports experience that could be custom tailored to our students needs in our state. We want to give back to our communities by providing ways for schools, universities, and local businesses to get involved in Esports without needing to work with a national organization.

Esports Ohio has seen massive growth in it's short tenure, with over 100 districts currently playing in our program. We continue to have new districts sign up daily and increase our reach throughout the state. With the continued buy in from our member districts we are creating a footprint in Ohio for esports that is unmatched anywhere else in the country.

# ESPORTS OHIO

ADVISORY COMMITTEE

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## **NICK RIDER**

Carey Exempted Village Schools

## **JEFF CARANNA**

Akron Public Schools

## **NICK RACKLEY**

Beaufort County Schools

## **JACOB GEBERS**

Napoleon Area City Schools

## **JEFF HEISTAN**

Shawnee Local Schools

## **CHALIN CAHLIK**

Tiffin University

## **JAKE SCHAAF**

Buckeye IT

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**SPONSORSHIP PACKET**



## WHY ESPORTS OHIO?

### BY SCHOOLS FOR SCHOOLS

Esports Ohio is a non-profit organization made up of educators and staff members. All proceeds will go back into our organization to make our events the best they can be.

### LOCAL

Our student athletes come from communities all over the state.

### POSITIVE ENVIRONMENT

By being locally run, our students are no longer playing online with strangers, but instead playing together against other local students.

### TARGETED AUDIENCE

Our students and staff are all heavily invested in the value of Esports both inside and outside of school.

## WHY ESPORTS?



### GLOBAL OUTREACH

Esports is a global phenomenon with staggering viewership numbers and even larger player bases.



### STUDENTS

The type of student we are reaching is different from most other school extracurriculars. In a survey to our districts, over 75% of our students said they had never been involved in another sport or club.



### STEM IN ESPORTS

There are many STEM career fields that are directly related to the Esports industry.



### GROWING INDUSTRY

Esports is now it's own industry and with that has spawned a considerable amount of it's own career paths.

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## SPONSORSHIP PACKET



# THE TOURNAMENT

The first official Esports Ohio Championships will take place over the first weekend of June at the University of Akron. Esports Ohio will host 32 teams competing in 4 different games that have qualified from our spring season. Our game titles are **League of Legends**, **Rocket League**, **Overwatch**, and **Super Smash Bros: Ultimate**.

**EVENT NAME:** Esports Ohio Championship

**DATES:** June 6<sup>th</sup> & 7<sup>th</sup>, 2020

## WHY SPONSOR THE ESPORTS OHIO CHAMPIONSHIP?

### INVESTMENT IN STUDENTS

- The advisory committee is looking at offering prizes for the winning teams in our games. This includes but not limited to trophy's, peripherals and/or scholarship money.
- Esports events often take place exclusively online so offering a live in person event will give students a unique experience. Teamwork through organized activities has shown to have a substantial positive impact on kids that will benefit them in their future careers.

### ECONOMIC IMPACT


- Sports tourism from hosting amateur tournaments can provide local economic impact including money for local restaurants and hotels.
- Economic impact from the Esports Ohio Championship will directly affect our sponsors through advertising both at the event and through our streaming services.

### TOURNAMENT SUPPORT

- Sponsorship of the tournament allows Esports Ohio to invest in the value of the event. By having additional funds to work with, we can create a high-class event with industry standard equipment and production. Items such as top-rated peripherals, signage, production equipment, etc. add to the overall experience our spectators have live and online.



# ESPORTS OHIO

	TITLE \$10,000	PRENTING \$3,000	PREMIER \$1,000	VARSITY \$500	CLUB \$250	BOOTH \$500
Event Naming Rights						
Sponsor banners at venue						
Sponsor name/logo on all printed materials						
Sponsor promoted via email and social media						
Sponsor booth at venue						
Sponsor featured in all media releases						
Sponsor logo displayed on live stream						
Sponsor logo on organization website						
Link on organizer website to sponsor's website						
Sponsor info included in player packets						
Logo rotating on venue video boards						

# SPONSORSHIP DETAILS

## **TITLE Sponsor**

**\$10,000**

- The event will be named, "Esports Ohio Championship presented by [SPONSOR]"
- Sponsor will be allowed to display company banners and/or other signage at tournament sites. Sponsor banners will be larger in size and number than banners or signage of other sponsors
- Sponsor name and/or logo will appear in a prominent position on all printed material, including but not limited to promotional giveaways, signs, banners, promotional fliers and posters, event awards, shirts, billboards, etc.
- Sponsor logo would appear on front page of the organizer web site with a direct link to the Sponsor's website
- Sponsor will be featured in all email marketing and social media publicity for event
- Sponsor will have the opportunity to distribute promotional materials at the tournament venue and/or in player packets
- Sponsor will be included in all press releases and invited to participate in all media coverage concerning the tournament
- Sponsor logo will be displayed on the tournament's online live stream
- Sponsor logo will appear on a rotating basis on the venue's video boards
- Opportunity to offer employees as volunteers for the tournament
- Opportunity to promote the tournament via Sponsor employees, and through Sponsor publications
- Sponsor will receive 10 free passes to the tournament

## **PRESENTING Sponsor**

**\$3,000**

- One Sponsor sign displayed at the tournament venue (sign provided by sponsor)
- Opportunity to offer employees as volunteers for the tournament
- Sponsor logo on the organizers website with a link to the Sponsor's website
- Sponsor logo will appear on a rotating basis on the venue's video boards
- Sponsor will be featured in various social media and email marketing for the event
- Sponsor logo will be displayed on the tournament's online live stream
- Opportunity to staff a vendor booth and distribute promotional materials at the tournament venue and/or in player packets

# SPONSORSHIP DETAILS

## **PREMIER Sponsor**

**\$1,000**

- Sponsor logo will be displayed on the tournament's online live stream
- Sponsor logo on the organizer website with a link to the Sponsor's website
- Sponsor logo will appear on a rotating basis on the venue's video boards
- Sponsor logo will be displayed on the tournament's online live stream
- Opportunity to staff a vendor booth and distribute promotional materials at the tournament venue and/or in player packets

## **VARSITY Sponsor**

**\$500**

- Sponsor logo on the organizer website with a link to the Sponsor's website
- Sponsor logo will appear on a rotating basis on the venue's video boards
- Sponsor logo will be displayed on the tournament's online live stream

## **CLUB Sponsor**

**\$250**

- Sponsor logo displayed on the organizer website
- Sponsor logo will appear on a rotating basis on the venue's video boards
- Sponsor logo will be displayed on the tournament's online live stream

## **VENDOR BOOTH Sponsorship**

**\$500**

- Sponsor logo displayed on the organizer website
- Opportunity to staff a vendor booth and distribute promotional materials at the tournament venue and/or in player packets

## **IN-KIND Sponsorship**

If your company would like to make an in-kind contribution, please contact Nick Rider at [nrider@careyevs.org](mailto:nrider@careyevs.org) or 419-333-1190.



# BOARD OF DIRECTORS

For more information on these sponsorship opportunities, or customized sponsorship opportunities, contact a member of the sponsorship committee:



**Nick Rider**  
**PRESIDENT**  
[nrider@careyevs.org](mailto:nrider@careyevs.org)



**Nick Rackley**  
**CO-VICE PRESIDENT**  
[rackley@blufftonschoools.org](mailto:rackley@blufftonschoools.org)



**Jeff Caranna**  
**CO-VICE PRESIDENT**  
[jcaranna@apslearns.org](mailto:jcaranna@apslearns.org)



**Jacob Gebers**  
**SECRETARY**  
[jacob.gebers@napoleonareaschools.org](mailto:jacob.gebers@napoleonareaschools.org)



**Jeff Heistan**  
**TREASURER**  
[jeff@limashawnee.com](mailto:jeff@limashawnee.com)



# SPONSORSHIP AGREEMENT FORM

The undersigned entity hereby agrees to be a sponsor of the Esports Ohio Championship to be conducted by Esports Ohio, June 6th-7th, 2020, at the following level:

## SPONSORSHIP LEVELS: (check one)

**TITLE** Sponsor — **\$10,000**

**PRESENTING** Sponsor — **\$3,000**

**PREMIER** Sponsor — **\$1,000**

**VARSITY** Sponsor — **\$500**

**CLUB** Sponsor — **\$250**

**VENDOR BOOTH** Sponsorship — **\$500**

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## PAYMENT OPTIONS:

Please Invoice

Check included payable to: **Esports Ohio**

## CONTACT INFORMATION:

Sponsor agrees to make payment to **Esports Ohio** and provide artwork by **May 8th, 2020**.

Business/Organization Name

Address

City

State

Zip

Email

Phone

Name of person to contact

Sponsor Signature

Date

**Nick Rider**

Esports Ohio Representative

Esports Ohio Rep. Signature

Please return this agreement and payment to:

**Esports Ohio** | 32 Darby Court | Tiffin, OH 44883 | [nrider@careyevs.org](mailto:nrider@careyevs.org)

