



Esports & Digital Recreation Program Overview

Presented by



July 29, 2020



a human connection company



Serving Communities Since 2005



COMMUNITY FOCUS

Competitive



Social



Aligned to your Community's Mission / Vision / Values

Excelsior Springs Parks & Rec - Kendra Beaver, Rec Coordinator



ONE WORD TO DESCRIBE OUR ESPORTS PROGRAM:

INCLUSION!





Esports Programs

- “Esports Communities” vs. “Esports Events”
 - WHERE gamers LIVE & INTERACT together vs. WHAT gamers DO together

Types of Events

- **Tournaments:** single-game competitive events, resulting in a winner
- **Leagues:** series of events or competitions over a period of time (i.e. 8-week season, single-game focused, like intramural sports)
- **Socials:** themed events to encourage participation and engagement (i.e. Mario Kart Mondays, Fortnite Fridays)
- **Educational:** teamwork, skill-building, gaming tactics & strategies, STEM, friendly competition (i.e. Beat-the-Coach battles)
- **Staff Training:** Certification programs for Program Directors, Tournament Organizers, Live Commentators, and Game Coaches



Interest Survey or Poll (sample)

1) What do you game on?

- Nintendo Switch
- PlayStation 4
- XBox
- PC
- Mobile

2) What kind of computer do you use?

- Windows 10
- MacOS
- Chromebook

3) Which would you most likely participate in?

- An esports event (Rocket League, Smash)
- A casual social event (cards, boardgames online, trivia)

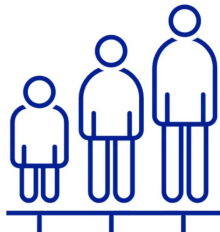
Other Ideas:

- Ask local middle-schools or high-schools about what video game events they would participate in.
- Host a Parents Resource Webinar (Bravous can assist) to address any questions and concerns about video games and online gaming.
- Partner with local businesses and sponsors about launching an esports program.

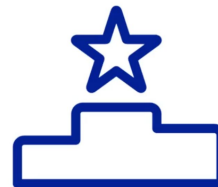
Basic

Things to consider

AGE RANGE?



RECOGNITION FOR ENGAGEMENT



Advanced

BRACKET FORMATS



RANKINGS



Games to consider

Popular

**SUPER
SMASH BROS.[™]**
ULTIMATE



**ROCKET
LEAGUE**



FORTNITE



Sports

NBA 2K20



FIFA 20



MADDEN NFL



Casual

**MARIOKART
DELUXE**



**Animal
Crossing**



**MARIO TENNIS
ACES**





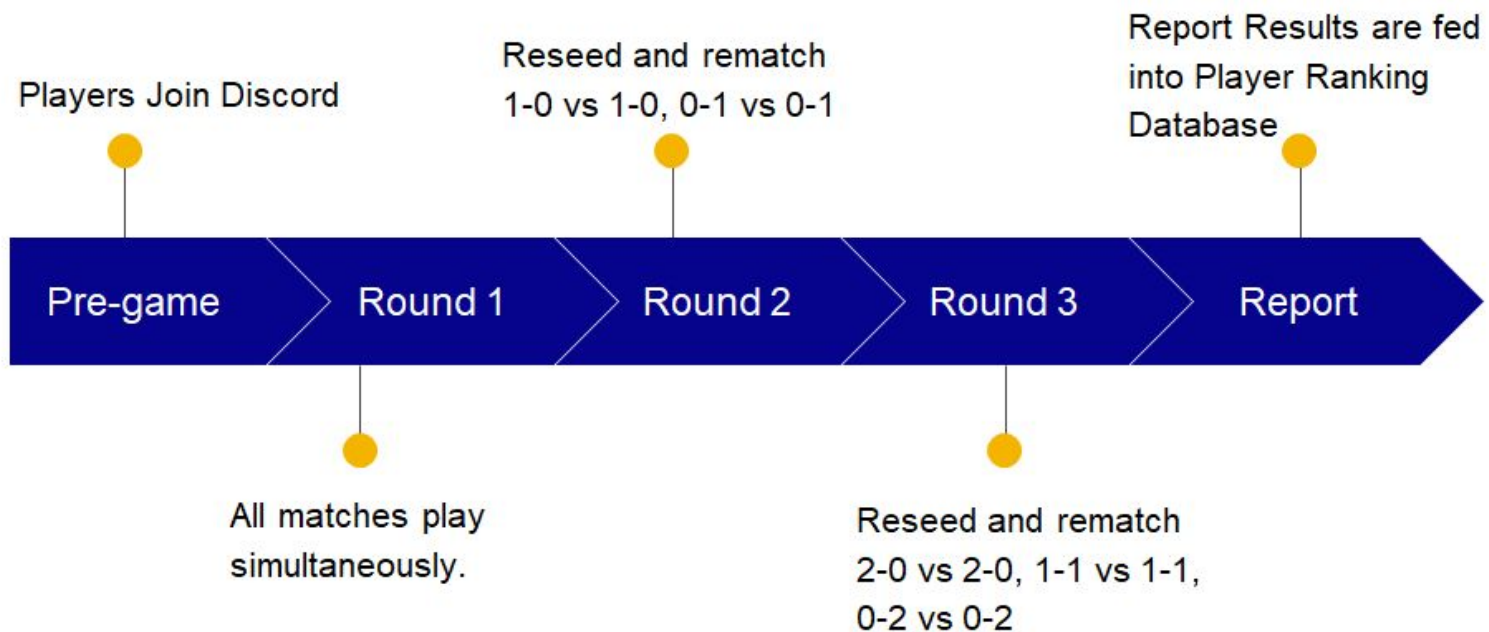
COMPETITIVE FOCUS	COMMUNITY FOCUS
Prize money	High engagement
Scholarships	Accessible
PR	Social environment
Broadcasts	Less formal
High level competition	More frequent

Esports Open League

8-Week Esports League Schedule (1 game)

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	 Game Days
29	30	1	2	3	4	6	28	29	30	31	1	2	3	
7	8	 9	10	11	12	13	 4	5	 6	7	8	9	10	
 14	15	 16	17	18	19	20	 11	12	 13	14	15	16	17	Stream Show
 21	22	 23	24	25	26	27	 18	19	 20	21	22	23	24	
 28	29	 30	31	1	2	3	 25	26	 27	28	 29	30	1	Championship

Competition Day (Example)



Twitch Stream Analysis (non-game days)



- Live Stream on Twitch provides analysis and breakdown on the games, techniques, and leagues.
- This program can be run weekly, or every other week.
- It is open to the public to build audience awareness and participation.
- The cost of this program is covered by Bravous Sponsors and is included in the package.

The logo features the text "ESPORTS DIRECTOR CERTIFICATION" in a bold, white, sans-serif font, stacked in three lines. The background is a dark blue rectangle with a repeating pattern of small, lighter blue circular icons. The corners of the rectangle are rounded and feature a gradient from dark blue to a lighter blue.

ESPORTS DIRECTOR CERTIFICATION

bravous.thinkific.com



Bravous Esports Pricing

Virtual Esports Open Tournaments

- 1 Event = \$1,500
- 2 or 3 = \$1,250 ea
- 4+ = \$1,000 ea
- Max 64 teams

Staffing

- Live Commentators
- Tournament Organizer
- Live Broadcasting
- Human Moderators

Virtual Esports Open Leagues (EX: [City of Rockville](#))

- Single Game, 8-competition days with 1 championship event = \$3,300
- Max 64 teams

Staffing

- Dedicated League Organizer
- Human Moderators
- Post-Game Stream Show
- Championship Event Live-Stream

Esports Certifications (self-paced, online)

- Program Director = \$495
- Tournament Organizer = TBD
- Game Coaches = TBD
- Live Commentator = TBD

www.bravous.thinkific.com

Promo Code: "BRAVOUS" for 20% off



Digital Recreation/STEM Programs

Virtual Trivia Challenge

- 1 or 2 events = \$499 ea
- 3 or 4 = \$449 ea
- 5+ = \$425 ea
- Max 5,000 people

Description

- Fully, Hosted Trivia Show
- Custom Themed Topics
- Live Broadcasting
- Teams or Individuals

Virtual Space Camp

- \$99 per week
- 1 hour x 3 days per week
- Class starts August 17th
- Max 12 students/session

Description

- Live weekly sessions
- Mission-based projects
- Online support available
- STEM focused on fun

Esports Draft Leagues

- FREE LoL Pilot - Register TODAY
- Deadline: August 7th at 5PM PDT
- Every Saturday in August at 5pm PDT

Description

- Play and Learn the game in the same format as the pros
- Find Your Team and Create Meaningful Connections
- Hone your leadership skills with people who care.



Thank You!

Karen Mendoza
karen@bravous.com
510-400-9000