



JUMPING INTO ESPORTS



Overview:

1. Past, present and future
2. Benefits
3. Participants
4. Equipment

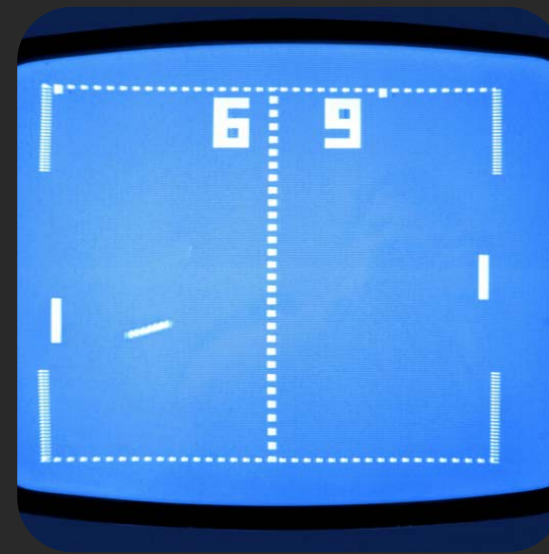


WHAT IS ESPORTS?

- eSports is a form of competition using video games. It often takes the form of organized, multiplayer video game competitions, particularly between professional players, individually or as teams.
- Main eSports streaming platforms are Twitch and Facebook Gaming.
- <https://youtu.be/jRqiesNXatw>

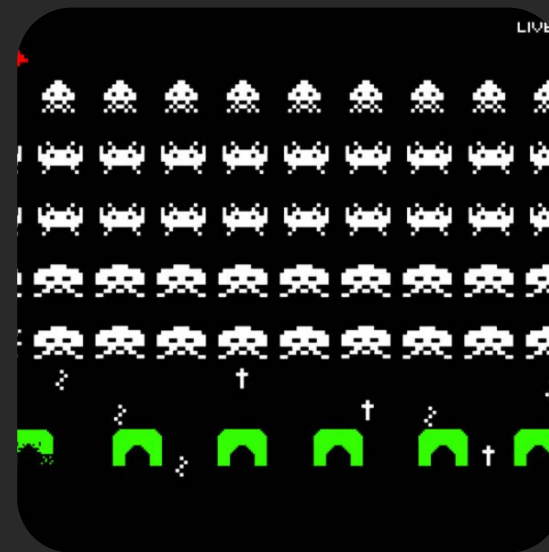


ESPORTS IN THE PAST



Pong

Table tennis-themed arcade sports video game. Simple two dimensional graphics. Originally released in 1972!



Space Invaders

Originally released in 1978, it was the first fixed shooter game, the game was to defeat waves of descending aliens.



Donkey Kong

Originally released in 1981, the objective was to help Mario to rescue princess Peach from Donkey Kong while avoiding obstacles.

ESPORTS IN THE FUTURE



"eSports will rival the biggest
traditional sports leagues
in terms of future
opportunities."

- Steven Bornstein, former CEO of ESPN and the NFL
Network, current Chairman of Activision-Blizzard
eSports Division.

ESPORTS IN THE FUTURE

Port San Antonio, TX
eSports arena

Scheduled to be
completed in early 2022!



ESPORTS IN THE FUTURE



Pictured: University of Missouri eSports team winning the NAC championship.

ESPORTS IN THE FUTURE



Pictured: Columbia University eSports team competing.

WHY DO WE WATCH ESPORTS?

- Why do you watch the NBA? MLB? NFL?
- <https://youtu.be/nga6iyRPE84?t=1381>





WORLDS 2015 LEGENDS TAKE ALL



TOP GAMES AWARDING PRIZE MONEY

#1

\$226,085,652.27

3745 Players

1409 Tournaments

#2

\$100,091,149.58

12968 Players

5160 Tournaments

#3

\$93955,947.34

3697 Players

576 Tournaments

#4

\$76,864,011.16

7021 Players

2453 Tournaments



\$3,025,900

2019 Fortnite World Champion
Kyle Giersdorf



\$2,983,748

2019 Wimbledon Winner
Novak Djokovic



\$2,700,000

2019 INDY 500 Winner
Simon Pagenaud



\$2,070,000

2019 Masters Winner
Tiger Woods



ESPORTS IN THE PRESENT

eSports is one of the top
trending topics in Parks &
Rec in 2021.

WHY?

ESPORTS IN THE PRESENT

It's inclusive!



UNFORTUNATE TIMES TURNS TO FORTUNATE OPPORTUNITIES

- Online gaming
- Little to no cost
- Easy to run
- Compete against other towns



ESPORTS IN THE PRESENT





BENEFITS

- Inclusion
- Diversity
- Socialization
- Self-esteem boost
- Competition
- Sportsmanship
- New friends
- Popular
- EVERYONE CAN PLAY

ESPORTS DELIVERS HARD TO REACH DEMOGRAPHICS:

Millenials, Teens, Affluent, and Multicultural



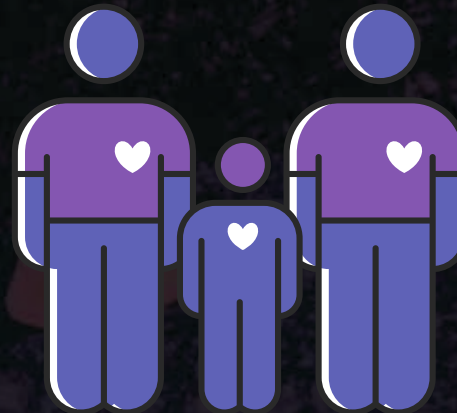
65%

Are millennials with an average age of 26



62%

Are male; however, 25% of female fans stream at least weekly.



58%

Of eSports fans aged 25-35 live with kids in their household.



43%

Have an annual household income of \$75,000. (31% have a household income of over \$90,000)



30%

Of eSports streamers are diverse individuals.



SERVE THE UNDERSERVED

- Middle School
- High School
- Ages 13 - 18

"70% of children in the United States stop playing organized sports by the age of 13"

The Washington Post

HOW CAN WE SERVE THE UNDERSERVED?

- Participants
- Equipment
- Bracket / Organizer



EQUIPMENT



Provide equipment
VS. Bringing your own

- Xbox
- PlayStation
- Nintendo Switch
- PC

EQUIPMENT

Bringing your own

Console



Controller



Game



Monitor



HDMI
Cable



Ethernet
Cable



BRING YOUR OWN SET-UP

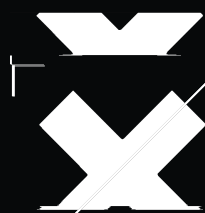


SET-UP PROVIDED



MULTIPLAYER





QUESTIONS?

