

Tasks will fall into the following categories:

1. Team Management & Finances
2. Branding & Marketing
3. Shoutcasting & Streaming
4. Presentation - Final Project Video

In addition to awarding the best overall team, judges will also award teams for the following categories:

- Best Pitch Deck
- Best Marketing Plan
- Best Shoutcasters
- And more

TASK ONE - TEAM MANAGEMENT & FINANCES

DUE DATE: APRIL 12TH by 11:59 pm ET

Team Management

Before you start playing, it is crucial that your team figures out how you will best work together. Most athletic teams have a behavior code, and esports teams should have one too. Work with your team to devise a list of rules and procedures that will dictate how students should treat each other and work together during the Esports Bowl.

To fulfill this task, your team will be required to:

- Write a team constitution that will govern how your team operates
- Write a team improvement plan.
- Post your team's constitution and improvement plan on your team's GYO portal

As you think about how your team will best work together and what to include in your team constitution, consider the following questions:

- How will you decide who gets to play?
- What will you do to help your team improve? Team improvement plans should answer the following questions:

- Will your team have a coach? How will you select them?
- Will your team hold practices? Who will you scrimmage against?
- How will you use game footage to help your team improve?
- What game statistics will you collect to help track players' progress?
- What additional resources will you use to learn new skills?
- How will you make team decisions? What will you do if there is a dispute?
- What will your team do to avoid toxicity?

Team Finances

Working out the team's finances is essential to creating a sustainable esports program. As a program grows, it accrues additional expenses while at the same time gaining additional revenue-creating opportunities. It is essential to consider how your esports program will earn or fundraise the money it needs to thrive.

To fulfill this task, each team will be required to:

- Create a budget that outlines the team's expenses and income
- Create a plan to earn or fundraise the funds required to cover your team's expenses

As you think about how your team will maintain a healthy budget, consider the following questions:

- What are some potential sources of funds? Are some sources more sustainable?
- What expenses are required to operate your program? What expenses are not required but that your program would like?
- How does your team decide what they spend money on?

TASK TWO - BRANDING & MARKETING

DUE DATE: APRIL 26TH by 11:59 pm ET

Branding

Now that you have established your team, it is time to build your brand. Branding creates a robust and positive perception of your team in the community's mind by combining elements such as logo, design, mission statement, and a consistent theme throughout all marketing communications. Good branding can help increase a sense of unity amongst the team and encourages community engagement.

To fulfill this task, your team will be required to:

- Come up with a team name
- Create a team logo
- Design your team's GYO portal to reflect your branding
- Design your team's jersey

As you think about your team's branding, consider the following questions:

- How will your team name affect your brand image?
- How will your team logo affect your brand image?
- Will you have additional gear? Who will be able to purchase team gear?

Marketing

As you think about your team's marketing, consider the following questions:

- How will you market your team in your school and community? The Team Marketing plan should include answers to the following questions:
 - How will you share information about your matches with your community and parents?
 - What resources does your school have for sharing information about clubs and athletics?
 - How often will you share information about the team? What will your marketing calendar/ schedule look like?

- Who are you trying to reach with your marketing efforts? Parents, new spectators, potential new teammates? How will your target audience affect your marketing efforts?
- How will you ensure that your logo, jerseys, and marketing material are distinctive, appropriate, practical, graphic, simple in form, and conveys the team's intended message?
- Will you use social media? How will you ensure responsible social media use?

TASK THREE - CONTENT CREATION

DUE DATE: APRIL 10TH by 11:59 pm ET

Creating Content

When creating your organization, it's essential to structure it to be scalable, meaning how it will grow over time. Creating content and digital media is an effective way to put your organization out there and attract more attention. Drawing attention to your organization can lead to new revenue streams, recruits, more recognition, and the opportunity to secure potential sponsors and partners to help fund your organization's operations. Content creation can work directly with marketing to ensure the effectiveness of material created for marketing purposes.

Streaming/Recording

Streaming and recording is a great way to share your team's talent and create content pieces to market your organization and its talent. The best streams are well thought out and consider game dynamics and the stream's intended audience.

As you think about how and what your team will stream, consider the following questions:

- Where may you want to stream/ share your content?
- What will you do to ensure a high-quality stream?
- How can you include each team member in the production of your streams?
- How will you demonstrate your knowledge of the game in your stream?

Some simple ideas to create various types of digital content are:

Gameplay highlights: Edit and compile clips of the team's best plays, exciting moments, or funny interactions from matches or practice sessions.

Team member profiles: Create short videos or written interviews featuring each team member, highlighting their gaming background, role in the team, and personal interests.

Behind-the-scenes footage: Document team practice sessions, meetings, or competition preparation to give fans a glimpse into the team's daily activities and camaraderie.

Match recaps and analysis: Create summaries or analyses of recent matches, discussing the team's performance, key moments, and areas for improvement.

Live streaming sessions: Team members can live-stream their gameplay on platforms like Twitch or YouTube, interacting with viewers and sharing insights into their strategies and thought processes.

Social media posts: Share regular updates, announcements, and engaging content on platforms like Twitter, Instagram, or Facebook to keep fans informed and connected with the team.

Remember to follow any school guidelines or policies related to content creation and sharing.

Additional Resources

Article: [What Makes A Good Caster](#)

[Example One](#)

[Example Two](#)

[Example Three: Good vs. Bad Shoutcasting](#)

TASK FOUR - FINAL PROJECT VIDEO

DUE DATE: MAY 18TH by 11:59 pm ET

The final Shark Tank-style presentation should be 5-10 minutes and include a walk-through of your Organization from start to finish (summarizing) . Teams may also use additional presentation tools such as PowerPoint, Google Slides, Prezi, etc

To submit your Esports Bowl tasks and final project video, each team will create a News/Blog Post/Blog Post on their team for each specific task assignment. The News/Blog Post Posting is how Harena will find your task submissions for final judging for the Esports Bowl. Teams without News/Blog Post Postings submitted by the May 18th deadline on their team page will not be eligible for the Esports Bowl Championship.

JUDGING & SCORING RUBRIC

Your team will be evaluated by a group of local esports professionals using the criteria outlined in the scoring rubric. Judging will occur on the same day as the final Esport Bowl tournament. Do your best to be thorough and complete each part of the task.

Team Management & Finances

Below Basic 0-4 pts.

- The team created an incomplete team constitution.
- They do not address any of the questions in the prompt.
- The team fails to complete all the task's requirements.
- They do not address any of the questions in the prompt.

Basic 5-9 pts.

- The team created a team constitution.
- The team has a team improvement plan.
- They demonstrate that they considered some of the questions in the prompt.

Proficient 10-14 pts.

- The team met all the criteria required for their team constitution.
- The team has a team improvement plan.

- They clearly demonstrate that they took all questions in the prompt into consideration.
- The team completes all the task's requirements.
- They put clear thought into their choices.

Advanced 15-20 pts.

- The team went above and beyond when creating their team constitution.
- The team has a detailed team improvement plan. The best improvement plans should include information about who the team's coach will be, how they will practice, what data they will collect to track their progress, and what resources they will use to learn new skills.
- They clearly demonstrate that they considered all questions in the prompt and addressed concerns not mentioned in the prompt.
- The team goes above and beyond to complete all the task's requirements.
- They clearly demonstrate that they considered all questions in the prompt and addressed concerns not mentioned in the prompt.
- The team successfully implements its budget. Successfully implementing a budget includes tracking the team's income and expenses to ensure that the team's expenses do not exceed their income. When additional expenses arise, the team is able to fundraise to cover those expenses.

Branding & Marketing

Below Basic 0-4 pts.

- The team fails to complete all the task's requirements.
- They do not address any of the questions in the prompt.

Basic 5-9 pts.

- The team completes all the task's requirements.
- They demonstrate that they considered some of the questions in the prompt.

Proficient 10-14 pts.

- The team completes all the task's requirements.
- They put clear thought into their choices.

Advanced 15-20 pts.

- The team goes above and beyond to complete all the task's requirements.
- They clearly demonstrate that they considered all questions in the prompt and addressed concerns not mentioned in the prompt.
- The best brands are distinctive, appropriate, practical, graphic, simple in form, and convey the team's intended message.

Content Creation

Below Basic 0-4 pts.

- The team fails to complete all the task's requirements.
- They do not address any of the questions in the prompt.

Basic 5-9 pts.

- The team completes all the task's requirements.
- They demonstrate that they considered some of the questions in the prompt.

Proficient 10-14 pts.

- The team completes all the task's requirements.
- They put clear thought into their choices.
- The team used some of the provided ideas for content creation and made efforts to effectively create content.

Advanced 15-20 pts.

- The team goes above and beyond to complete all the task's requirements.
- They clearly demonstrate that they considered all questions in the prompt and addressed concerns not mentioned in the prompt.
- The team was able to effectively demonstrate content creation and the distribution of the content being created.

Final Presentation

Below Basic 0-4 pts.

- The presentation is under 5 minutes.
- The presentation has many errors and inconsistencies.
- The presentation includes a description of the team completing two or fewer tasks.
- The team has put little thought into their choices.

Basic 5-9 pts.

- The presentation is under 5 minutes.
- The presentation has some errors and inconsistencies
- The presentation includes a description of the team completing three tasks.
- The team has put some thought into their choices but can't explain why they made the choices they did.

Proficient 10-14 pts.

- The presentation is 5-10 minutes.
- The presentation is neat and easy to follow.
- The presentation includes a description of the team completing all four tasks.
- The presentation covers the team's Gyo portal.
- The team members can explain the rationale behind their choices.

Advanced 15-20 pts.

- The presentation is 5-10 minutes.
- The presentation is neat and easy to follow.
- The presentation includes a description of the team completing all four tasks, including a discussion of your team constitution, improvement plan, team budget, lessons learned from streaming, and examples of your logos and jerseys.
- The presentation covers the team's Gyo portal and uses an additional visualization tool such as PowerPoint, Google Slides, Prezi, etc.
- Team members can explain the rationale behind their choices and demonstrate they explored all the options