

# WASHINGTON STATE SCHOLASTIC ESPORTS ASSOCIATION

Sponsorship Opportunities Deck



## About **WSSEA**

*By teachers, for schools.*

- WSSEA is **founded** and **run** by state educators and school staff members.
- WSSEA is a 501(c)3 non-profit. Our competitions are **100% free for schools and students** to participate.

Local Competition builds upon the already existing competitive infrastructure

- All WSSEA schools are in Washington state. From Ilwaco to Spokane, and Bellingham to Camas. WSSEA creates our divisions with school size and region in mind. No giant Swiss brackets ... small divisions building on already existing rivalries.

## About **WSSEA**

**52**  
Registered  
Schools

**2500**  
Minutes Watched Each  
Month on Twitch

**450**  
Total Discord  
Members

**110**  
Schools Email  
List Reach

**500**  
Participating  
Students

## Sponsorship Levels

**Silver**

\$1000

**Gold**

\$2500

**Platinum**

\$5000

**Diamond**

\$10,000

Only 5 available

Only 3 available

Only 1 available

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Additional activation credits (see Activations, next)

100

200

500

1000

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Monthly social media posts or retweets

✓

✓

✓

✓

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Logo on website

✓

✓

✓

✓

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Logo on streams (beginning + end)

✓

✓

✓

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Brand mentioned during stream

✓

✓

✓

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Logo on printed materials (newsletter, emails, etc)

✓

✓

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Access to our Discord

✓

✓

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Season naming rights

✓

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# Silver Activations

Social Media	Website	Stream	Newsletter	Discord
Weekly sponsored posts or retweets	Link to vendor site	<i>Lower Third graphic placement or logo overlay</i>	<i>Sponsored story sent to coaches/schools</i>	<i>Sponsored tag</i>
Embedded videos or pictures	Description of service	<i>Custom stinger transition</i>		<i>Sponsor channel</i>
Lower	Customized page on our sponsors list	<i>Naming rights on "play of the game/replay"</i>		<i>Sponsored sessions in WSSEA coaches portal</i>
	Embedded videos	<i>Naming rights on specific game plays (Ace, hat trick, three stock, etc)</i>		<i>Ad placement in Discord</i>
		<i>Ad read in stream</i>		

# Gold Activations

Social Media	Website	Stream	Newsletter	Discord
Weekly sponsored posts or retweets	Link to vendor site	Lower Third graphic placement or logo overlay	<i>Sponsored story sent to coaches/schools</i>	<i>Sponsored tag</i>
Embedded videos or pictures	Description of service	Custom stinger transition		<i>Sponsor channel</i>
Lower	Customized page on our sponsors list	Naming rights on “play of the game/replay”		<i>Sponsored sessions in WSSEA coaches portal</i>
	Embedded videos	Naming rights on specific game plays (Ace, hat trick, three stock, etc)		<i>Ad placement in Discord</i>
		Ad read in stream		

## Platinum + Diamond Activations

Social Media	Website	Stream	Newsletter	Discord
Weekly sponsored posts or retweets	Link to vendor site	Lower Third graphic placement or logo overlay	Sponsored story sent to coaches/schools	Sponsored tag
Embedded videos or pictures	Description of service	Custom stinger transition		Sponsor channel
Lower	Customized page on our sponsors list	Naming rights on “play of the game/replay”		Sponsored sessions in WSSEA coaches portal
	Embedded videos	Naming rights on specific game plays (Ace, hat trick, three stock, etc)		Ad placement in Discord
		Ad read in stream		

# About **WSSEA**

## **Beyond the game**

- **WSSEA** has partnered with **Highschool.gg** to provide CTE style competitions in relevant esports career fields.
- Curriculum is available through our partners and WSSEA educators to bring esports and video games to the classroom.

## **Reach a new audience**

- 50-75% of WSSEA students say this is the first and only extracurricular activity they have participated in.



## About **WSSEA**

The **Washington State Scholastic Esports Association** (WSSEA) is a 501(c)3 non-profit formed and operated by Washington State educators.

Our mission is to provide opportunities for all students to grow socially, emotionally, intellectually, and professionally through Esports. We believe that Esports competitions should be **safe, accessible, and fun** for all students and represent the **diverse communities** of Washington State. We also believe that esports is *more* than playing video games. Esports *creates opportunities* for high school students to develop **critical 21st century skills** while pursuing a field about which students are *passionate*.

Our four primary goals are: To provide the **best quality esports competitions** in WA state, **Support teachers** with club creation, ongoing activities, and coaching, Distribute esports curriculum to **develop critical industry skills** in high school students, and to **Create an ongoing partnership** between middle/high schools, colleges, and professional esports organizations in WA state.

## Stay In Touch

web [wssea.games](http://wssea.games)

email [sponsorship@wssea.games](mailto:sponsorship@wssea.games)

f [facebook.com/WaSchoolEsports](https://facebook.com/WaSchoolEsports)

t [twitter.com/WASchoolEsports](https://twitter.com/WASchoolEsports)

