The Y. Opportunities for All.

Our Cause Defines Us

We know that lasting personal and social change comes about when we all work together. That's why, at the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

Our strength is in community. The Y...

- Is a community-centered charitable cause. For over 170 years, we've been listening and responding to our communities.
- Brings people together. We connect people of all ages and backgrounds to bridge the gaps and ind solutions to community needs.
- Nurtures potential. We believe that everyone should have the opportunity to learn, grow and thrive.

What is Esports (Electronic Sports)?

Esports is a competitive sport through a video game requiring the use of strategy, collaboration, communication and problem solving skills to achieve individual or team success. And it's bigger than 'just gaming'. Esports allows for youth and teens who do not get involved in more traditional sports programs to be engaged through this outlet.

What is Esports (Electronic Sports)?

In our work with youth, teens and families we listen and respond. As we navigate the 'new normal' in the midst of the pandemic, we recognize more fully that youth need to engage with us in different ways. The Y has been a leader in developing and implementing Youth Sports programs over the years that facilitate the learning of teamwork, health and wellness habits and self-discipline. With the addition and option of Esports, these opportunities continue, along with additional benefits:

- Improved hand-eye coordination
- Improved attention & visual acuity
- Improved basic visual processing and executive function
- Problem solving & strategy skill development
- 71% of parents report gaming having net positive effects for children
- Boosts self-confidence and player socialization
- 54% of gamers say gaming helps them connect with friends
- As of 2021, approximately 200 universities have offered some kind of varsity Esports program and have spent nearly $15 million on related scholarship programs for top-tier video gamers.
- For the first time, e-sport competitions were held at the 2021 Summer Olympics. The e-sport competitions were divided into the following disciplines: sailing: virtual regatta • cycling: Union Cyclist Internationale • rowing: open format• motorsport: FIA/ Grand Tourism • baseball: World Baseball Softball Confederation – E-baseball Powerful Pro Baseball 2020

Esports Pledge

We encourage players, coaches, and parents to recite this pledge prior to the beginning of each Esports game:

"I pledge to play the game the best I can, to be a team player, to respect my opponents and to improve myself in spirit, mind, and body."

Esports Sponsorship Opportunities

Sponsorship allows us to offer programs, leagues and tournaments at little to no cost to participants, furthering our mission to have access for all.

○ Branch Equipment Sponsor – $3,000
- Logo or Name placed in space where equipment is located
- Social media posts in recognition of equipment sponsorship
- Logo or Name placed on tournament materials
- 4 inch Logo or Name placed on the team jerseys

○ League Sponsor – $2,000
- Logo or Name placed on league materials (i.e. E-registration site and printed materials)
- Social media posts in recognition of league sponsorship
- 4 inch Logo or Name placed on the team jerseys

○ Tournament Sponsor – $2,000
- Logo or Name placed on tournament materials (i.e. E-registration site and printed materials)
- Social media posts in recognition of league or tournament sponsorship
- 4 inch Logo or Name placed on the team jerseys

○ Jersey sponsorship (front, back, sleeves) – $1,000
- 4 inch Logo or Name placed on the team jerseys

Opportunity Selected:...

Contact Name:..

Organization:..

Address:...

City/State/Zip Code:...

Email:...

Phone:..

Signature:..

Please return this form along with a pdf of your logo to:

Kelly Hutchison
Association Sports Director, YMCA of Superior California
khutchison@ymcasuperiorcal.org

Thank you for considering how you can support the YMCA of Superior California Esports Program.