



**NASEF**  
NORTH AMERICA SCHOLASTIC  
ESPORTS FEDERATION...  
*Game. Grow. Learn. Lead.™*

[www.esportsfed.org](http://www.esportsfed.org)

## BEYOND THE GAME CHALLENGES #3 TIME TO PARTY: HOST A VIEWING PARTY

### ESPORTS CAREER EXPLORATION: CONTENT CREATORS, ENTREPRENEURS & ORGANIZERS

Event organizers provide service and training to internal and external operators of tournaments and events. They forge meaningful relationships with their community to gather feedback, identify needs and message guidelines to participants, guests and attendees. They identify event and tournament best practices and look for opportunities for improvement. What better way to get the entire Club together than to host a viewing party to support your esports team or watch a major esports event and test out your event organizing skills? Develop your plan, grab the popcorn, include activities, and enjoy the show!

#### Challenge

Host a viewing party on your high school or community-based organization's campus.

#### Award

Scholastic esports scholarship (\$500) or a grant for your esports Club (\$500), (1) Pizza party for your Club (up to \$100), (1) 15-minute mentor session with an esports professional/collegiate athlete, and website/social media recognition.

#### Challenge Details

- **Research** careers in esports. What do general managers, event organizers and IT support do in the field of esports?
- **Analyze** viewing parties from esports Clubs or teams, other campus Clubs or community events. Identify their strengths and weaknesses.
- **Create** a plan. Before you tackle this Challenge, spend some time thinking about what you will need to do to accomplish it. Be sure to:
  - **Gather** your Club members and Executive Board.
  - **Identify** your event and finalize the date and time.
  - **Make** necessary reservations for space equipment, food and anything else you need for the viewing party.
  - **Reach out** to game developers or community figures and ask for support.
  - **Host** a fundraiser to raise money for equipment, food, etc.
- **Publicize** the viewing party to all Club social media accounts.
- **Develop** an event page to track attendances.
- **Take** photo/video of the event for social media.
- **Upload** the photo/video to your Club's social media and make sure to use the hashtag **#esportsBTG**, so we will be able to locate it.
- This Challenge can be submitted by an individual or team. Members of the team must all be active NASEF members.



## BEYOND THE GAME CHALLENGES #3 (CONTINUED)

# TIME TO PARTY: HOST A VIEWING PARTY

ESPORTS CAREER EXPLORATION: CONTENT CREATORS, ENTREPRENEURS & ORGANIZERS

### Judging Criteria

A panel of NASEF team members, affiliates and partners will review submissions based on the following criteria:

- **Impact:** How engaging or interesting was your viewing party? Did you generate more interest in your esports Club or team?
- **Innovation:** How creative is your submission? Did you try new techniques or improve upon other viewing party or events?
- **Technology:** What types of technology or digital media did you utilize? Did you try a new technology, program or platform?
- **Management:** How did you manage your project? What types of tools did you use?
- **Contribution:** How does your project contribute to your esports Club and/or broader community? How much did your project benefit your esports Club and broader community on campus?

### Submission Requirements

- All entries must be submitted at [Beyond the Game Challenges](#) or within your [Club Portal](#) by Friday, May 8, 2020 by 5:00 pm PT|6:00 pm MT|7:00 pm CT|8:00 pm ET.
- Please complete the following components of this Beyond the Game Challenge in our submission portal:
  - **Research** about general managers, event organizers and IT support (you may also research other careers in esports) in esports. Select one profession in esports based on your research and answer the following:
    - Which career did you select? How did you research the careers? Which websites did you use? What type of skills and education do you need for that career? (200-word limit)
  - **Analyze** viewing parties from esports Clubs or teams, other campus Clubs or community events. Review a few streams, conduct your analysis, and answer the following:
    - Which viewing parties did you review? Provide two examples with information about the viewing party (who hosted, when, for whom). Describe what you defined as a strength in their viewing party. Describe what you defined as a weakness in their viewing party. (200-word limit)
  - **Create** a plan. Don't forget to include: meeting dates for your Club and Executive Board, key dates for activities leading up to the viewing party, reservations necessary for food, space, equipment, or anything you may need, outreach to game developers, marketing needs and anything else for your viewing party. Upload your plan as file (Word, PDF, Excel Spreadsheet, or Screenshot image accepted) and describe your plan. (200-word limit)
  - **Publicize** the viewing party to all Club social media accounts. Provide two examples of the your publicity (flyers, graphics on social media, posters, etc.). Upload your examples as a PDF, image, screenshot in our submission form.
  - **Share** photos or videos of the event for social media. Upload 3-5 photos from your viewing party. Upload your examples as PDFs, images, or screenshots in our submission form.
  - **Assess** your viewing party. What are the key elements of the viewing party (Club members, event, audio, etc.)? What worked well during your viewing party? What issues came up during your viewing party? How does it contribute to your Club and/or campus? How have you or your esports Club utilized your stream? (200-word limit)
  - **Make** the career connection for yourself. How does your experience as an Organizer (general managers, event organizers, IT support, etc.) contribute to your career aspirations? Has this experience changed your thinking about a career in the esports industry? (500-word limit)

**Questions?** For any questions, email us at [info@esportsfed.org](mailto:info@esportsfed.org) or via [NASEF Community Discord](#).

