OU | ESPORTS AND CO-CURRICULAR INNOVATION
The UNIVERSITY *of* OKLAHOMA

SPONSORSHIP PROPOSAL

—

How to support gaming culture and esports opportunities at the University of Oklahoma

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CONTACT

EMAIL	esports@ou.edu
WEBSITE	ou.edu/esports
MEDIA OUTLET	sooneresports.org

OU | DIVISION OF STUDENT AFFAIRS
The UNIVERSITY *of* OKLAHOMA

INTRODUCTION

In Fall 2016, research and discovery began with the simple focus of gauging student enthusiasm of gaming and esports. In April 2017, the first campus-hosted gaming event had 100+ students in attendance. That following summer, students developed the strategic plan and roadmap that is currently used today. (See Director Moog's 2019 TEDx Talk below) The initial goal was to challenge higher education to do more with gaming and esports development.

OUR PROGRAMS

ECCI offers a welcoming community with programs designed to serve multiple purposes. Whether it is programming different engagement opportunities, developing transferable skills through firsthand experiences, or competing on a national stage, ECCI provides powerful and progressive pathways for K12 to post grad student success.

"As a meteorology major with an emergency manager career path, I showcase my love of storytelling and narrative-driven games as a news writer for OU Esports News and Media. The community that I have found within OU Esports News and Media has been invaluable to me, helping strengthen my writing skills and just being supportive as I grow as a person."

– Rae "ThatOneParadox" Machado

Media & News Program, Team Writer (Meteorology, Class of '25)

ESPORTS AND CO-CURRICULAR INNOVATION
The UNIVERSITY of OKLAHOMA

Our formal departmental page at ou.edu

Our community program focused on engagement and one of the largest orgs at OU

Our intercollegiate team rosters

SOONER ESPORTS

Our media outlet and individual program pages

Interested in reading more student stories? Click here!

PROGRAM PULSE

Social Reach

Platform	Value
Discord	3.2K
Twitter	1.75K
Instagram	1.4K
Twitch	1.3K
Facebook	720
LinkedIN	335
YouTube	170

MEDIA OUTLET UNIQUE VIEWERS AVERAGE: 29.5K/YR

3,200 Members
One of the largest OU communities

Raised $160K+
Student-fundraised program support

180+ Students
Engaged in leadership and competition maintaining an average 3.22 GPA

$18K+ Philanthropy
Student-fundraised philanthropic contributions

50+ Scholarships
Received by students who average a 3.55 GPA

2,000+ Service Hrs.
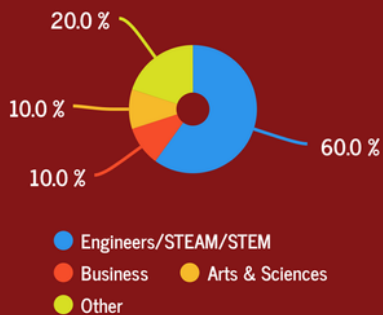Student hours towards community service

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"One of the most significant moments with ECCI was when I finally understood how much of an impact I could have on the future generation. I realized this during an event that I coordinated with OKCPolice Athletics League, in which a group of OU students visited their venue and taught the kids about the culture of gaming at OU, the direction that we are heading, and the ways that they could be involved. I recall seeing how excited and passionate they were, and that has only inspired me to continue my outreach efforts."
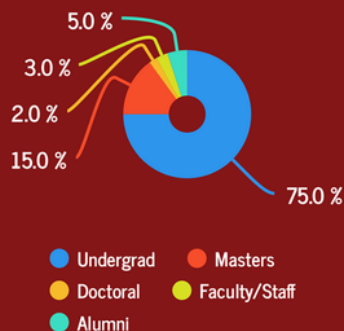
– Jacob "Oculus" Ross

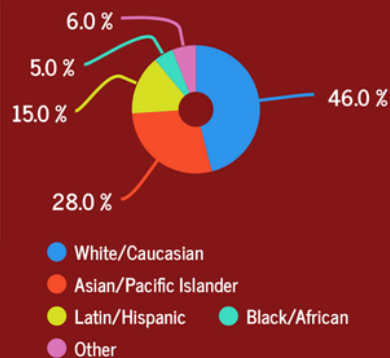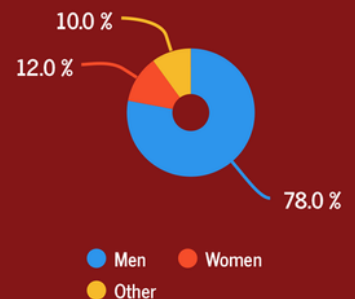*Community Program, Coordinator (Computer Science, Class of '23)*

Degree Breakdown
- 60.0 % Engineers/STEAM/STEM
- 20.0 %
- 10.0 %
- 10.0 %

Legend:
- Engineers/STEAM/STEM
- Business
- Other
- Arts & Sciences

Class Breakdown
- 75.0 % Undergrad
- 15.0 %
- 2.0 %
- 3.0 %
- 5.0 %

Legend:
- Undergrad
- Doctoral
- Alumni
- Masters
- Faculty/Staff

Heritage Breakdown
- 46.0 %
- 28.0 %
- 15.0 %
- 5.0 %
- 6.0 %

Legend:
- White/Caucasian
- Asian/Pacific Islander
- Latin/Hispanic
- Other
- Black/African

Gender Breakdown
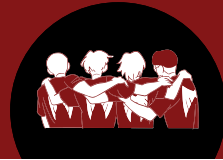- 78.0 %
- 12.0 %
- 10.0 %

Legend:
- Men
- Other
- Women

2023 SPONSORSHIP OPPORTUNITIES

HOW CONTRIBUTIONS ARE USED

- Student and staff events available to all of OU
  - *Campus wide gaming and esports intramurals and mixers*
- Events open to the public
  - *Athletic tailgate events and fan engagement*
  - *Collegiate invitationals and global tournaments*
- K-12 Programming
  - *Summer camps and combines*
- Live streams and daily marketing awareness
  - *Social posts and live streamed content*
  - Student developed news coverage on sooneresports.org
- Intercollegiate team tournament registration and travel
  - *Competitions across the globe and development of championship teams*
- Student apparel
  - *Outfitting programs students and competitive teams*
- Global recruitment and scholarships across all pillars
  - *Recruitment portal fees*
  - *Travel to recruitment fairs and summits*

TOURNAMENT AND/OR EVENT SPONSOR

Sponsor a team's cost to compete in a tournament or an OU specific community event

(Back to School, End of Year, Watch Parties, etc.)

Logo on social post regarding single tournament or event

Call out on social post

Mention in any post tournament or event press release

$500

"When my family and I realized I could get a scholarship to play in college, the program at OU, as well as the development connected to the program, was too promising to pass. In the end, I chose OU because of the support and closeness within the program, the unwavering support from Director "Moog," and his transparency in showing me all other university options."

– Noah "Blade" Faught

Intercollegiate Esports Program, Overwatch Varsity (Computer Science, Class of '26)

GOLD PROGRAM SPONSOR

All "Tournament and/or Event Sponsor" Perks for entire year

Sponsor brand placement on sooneresports.org media outlet

Signed jersey from program students to display and up to 2 custom licensed jerseys with your custom name(s) to wear

$5000

DIAMOND PROGRAM SPONSOR

All Gold Program Sponsor Perks

Brand placement Infographics on digital signage in upcoming venue

Full SoonerEsports.org press release

$10,000

PLATINUM PROGRAM SPONSOR

All Diamond Program Sponsor Perks

Brand placement on all live streams and video content includes your commercial and infographics

Signed jersey from program students to display. Up to 5 custom licensed jerseys with your custom name(s) to wear

$50,000

MASTER PROGRAM SPONSORSHIP
- THE OPPORTUNITY TO BE FIRST -

The University is investing in esports and gaming and providing new opportunities for engagement and financial support. We have one more tier of impact we will reveal later this year. Be the first in line to invest in The University of Oklahoma students' interests in this booming industry of esports and gaming. Please contact ECCI to be on the early interest list for this tier before public announcements are released.

As a non-gamer, I grew up with the stereotypes surrounding gamers. Through ECCI, I saw the potential economic, societal, and mental impacts. I witnessed firsthand how the programming has created opportunities for students to attend OU, motivated students through academically driven scholarships, and presented an inclusive community for all to find a family in. From this evidence, my understanding around gaming shifted into a proud and supportive ally and contributing alumna.

–Anita "Ahlymeowly" Ly, M.B.A.
Board of Alumni Member (Master of Business Administration, Class of '20)

HOW TO CONTRIBUTE

"To ensure contributions are properly aligned with the sponsorship benefits, it is encouraged to start a conversation through esports@ou.edu. Additionally, contributions made without a convesation can be designated to specific program areas by leaving a comment."

THE SOLIDUS FUND

This namesake fund supports all scholarship and staffing efforts for our program. Contributing to this supports student recruitment across all programs, retention, and elevated competitive excellence.

TO LEARN MORE ABOUT FOREST "SOLIDUS" SHARP CLICK HERE

THE OU GAMING FUND

This fund supports gaming and esports programming that caters to the whole university, future venue operations, student and staff engagement events, athletic collaborations, and philanthropic initiatives.

OU GAMING & ESPORTS MERCH

The merch store is growing and includes apparel such as the official licensed jersey of our intercollegiate teams. In the future, streamer hoodies, club shirts, and exclusive limited time offerings will be added. Proceeds will go to student apparel needs across programs.

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