

**TENNESSEE ACADEMIC  
ESPORTS LEAGUE**

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# **SPONSORSHIP**

## INFORMATION

[WWW.TNACADEMICESPORTS.COM](http://WWW.TNACADEMICESPORTS.COM)  
2024



# WELCOME

## FROM OUR CEO & FOUNDER

Dear Potential Partners and Sponsors,

Welcome to a new era of learning and engagement through the Tennessee Academic Esports League. I am Dr. Katrina Adkins, the proud CEO & Founder of this innovative initiative that stands at the intersection of education, technology, and competitive spirit.

The world of esports opens up a realm of possibilities for our students. It is not merely a game; it is a gateway to critical thinking, teamwork, strategic planning, and a host of valuable life skills. Our mission is to harness the excitement and challenge of esports to extend learning beyond the traditional classroom walls, connecting academics to real-world experiences and interests.

Here in Tennessee, we recognize the potential of K12 esports as a catalyst for growth, inclusivity, and scholarship. Our league is committed to creating opportunities for all students, regardless of background or ability, to engage in competitive gaming that is educational and uplifting. We are building a community where students can find their passion, develop their skills, and prepare for a future where technology and digital literacy are paramount.

Our program emphasizes not just the competitive aspect of gaming but also the educational opportunities it presents. We integrate STEAM (Science, Technology, Engineering, Arts, and Mathematics) principles, promote digital citizenship, and encourage healthy gaming habits.

Through our partnerships with educational institutions and industry leaders, we provide pathways for career development in the burgeoning field of esports and related industries.

Join us as we embark on this journey to foster a love for learning and a spirit of competition that goes beyond the scoreboard. Together, we will discover, grow, and lead the next generation into a future where they can not only participate but excel and innovate.

Thank you for being part of this transformative movement. Let's play, learn, and thrive together!

Warm regards,

Dr. Katrina Adkins CEO & Founder, Tennessee Academic Esports League

# ABOUT US



## **Our Commitment to Making a Difference**

The Tennessee Academic Esports League, based in the heart of Tennessee, is proud to be recognized as a 501(c)(3) non-profit organization by the Internal Revenue Service. Our commitment to curriculum, careers, and competition drives us every day to make a tangible impact in our community and beyond.

## **What Being a 501(c)(3) Means for You and Us**

As a 501(c)(3) organization, we adhere to stringent federal guidelines to ensure that every contribution we receive is used efficiently and transparently to further our mission. For our donors, this means that your generosity is not only making a real difference but is also tax-deductible to the extent allowed by law.

## **Community Organizations:**

Tennessee Academic Esports League doesn't just serve schools. We want to use esports to help students grow wherever they are. We are committed to supporting community organizations like credit unions, libraries, religious & community centers, and after-school programs who want to use esports as a powerful teaching tool. If this sounds like you, reach out and let's get you in the game!

# TAEL IN STEM & CTE



Esports intersects with STEM and CTE through its reliance on technology, its development of critical thinking and problem-solving skills, the wide range of related career opportunities it presents, and the essential teamwork and communication skills it fosters. As such, it can be a valuable and engaging component of education in these fields.

- 1. Technology and Computing:** Esports heavily relies on computer science, information technology, and digital literacy. From understanding computer hardware and software to managing and optimizing gaming environments, the technical aspects of Esports align well with STEM education.
- 2. Analytical Skills and Strategy:** Playing and understanding Esports requires a high level of strategic thinking, problem-solving, and analytical skills. These are key components of STEM education, which emphasizes critical thinking and analysis.
- 3. Career Opportunities:** The Esports industry offers a variety of career paths that align with CTE goals. These include game design and development, Esports event management, broadcasting and media production, marketing, and team management. Such careers offer practical applications of STEM principles.
- 4. Integration in Education:** Many educational institutions are now incorporating Esports into their curriculum as a part of their CTE and STEM programs. This includes not only the gaming aspect but also the study of related technology, business, and communications.
- 5. Teamwork and Communication:** Successful participation in Esports requires effective teamwork and communication, skills that are essential in both STEM and CTE fields. Players often work in teams and must communicate effectively to strategize and succeed.
- 6. Digital and Media Literacy:** Esports also encompasses aspects of digital and media literacy, which are increasingly important in today's technology-driven world. Understanding the media landscape, content creation, and digital communication are skills fostered through Esports and relevant to both STEM and CTE.



# HOW CAN I HELP?

## Your Support, Our Promise

Your support is vital to our success. Whether it's through volunteering, in-kind donations, or financial contributions, your involvement is what enables us to continue our work. We promise to uphold the highest standards of integrity and transparency, ensuring that every donation furthers our shared goal of creating well rounded students of the future in the state of Tennessee.

## Together, We Create Change

Join us in our journey!. Together, we can create lasting change and positively impact the lives of those in our community and beyond. Let's make a difference, one step at a time.

# OPTIONS

## Event Sponsorship Opportunities

1. Healthy Snacks, Food, Drinks
2. Your Time (name tags, organization, setup, tear down)
3. Space- Do you have a space we can use for finals and/or events?
4. Jerseys, trophies, tshirts, hats, lanyards, buttons, bags, stickers

## Funding

The TAEEL team is comprised of volunteers who want to better the lives of students through esports. There are robust technological tools and needs that are a part of building and sustaining not only a 501c3, but an entire state esports program for elementary, middle, and high school students. Any donations are appreciated!

## Gaming Equipment

Schools are in desperate need of computer equipment to make their esports program sustainable, educational, and fun!. Examples include:

1. Computers
2. Gaming Councels
3. Peripherals
4. Gaming Desks and Chairs
5. Lighting for the space
6. Broadcasting equipment
7. Internet



# OPTIONS



**Tennessee**  
ACADEMIC ESPORTS LEAGUE



## Sponsorship Levels

### Bronze

- ✓ Your Logo on Website
- ✓ Recognition on Social
- ✓ Live Event Promo

**\$5,000** /Year

### Silver

- ✓ All Bronze Benefits
- ✓ 1 Social Post/Mo
- ✓ 2 Live Event Promos
- ✓ 1 Webinar Promotion

**\$15,000** /Year

### Gold

- ✓ All Silver Benefits
- ✓ Naming Rights to Event
- ✓ Booth at Live Event
- ✓ Priority Logo Placement

**\$30,000** /Year

### Platinum

- ✓ All Gold Benefits
- ✓ Logo on Streams
- ✓ Naming to Finals Event
- ✓ Logo on Team Jerseys

**\$60,000** /Year

### Diamond

- ✓ All Platinum Benefits
- ✓ Exclusive Name to Event
- ✓ Feature on Stream
- ✓ Email Logo Promotion

**\$100,000** /Year

### Champion

- ✓ All Diamond Benefits
- ✓ Title Sponsorship
- ✓ Speak at Live Event
- ✓ Featured Blog

**\$150,000** /Year

All sponsorship funds will be allocated towards operating costs, purchasing equipment for students, providing access to high-speed internet, facilitating coaching opportunities, covering travel expenses for live events, and hosting local and statewide live events. The goal is to ensure equitable access to esports, enhancing educational outcomes, and promoting teamwork, communication, and strategic thinking among participants.

