



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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 167 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 find 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 teens who do not get involved in more traditional sports programs to be engaged through this outlet.

Why Esports (Electronic Sports)?

The YMCA is known as an innovator of new ideas. Sports like basketball and volleyball were invented at the YMCA, and 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
- Esports league
- More than thirty U.S. colleges and universities offer scholarships for gamers including the University of Washington and Oregon State University.

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.

- Platinum Sponsor - \$30,000
 - 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
 - Invitation to virtual tour of Esports areas and tournaments

- Gold Sponsor - \$20,000
 - Logo or Name in Scholarship Title, announcement of scholarship opportunity and recipient announcement
 - Presentation of Scholarship Funds at a tournament
 - Social media surrounding the title, announcement of opportunity and award announcement
 - Participation in the selection process for scholarship recipients

- Jersey sponsorship (front, back, sleeves) - \$1,000
 - 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 via email to

Nolan Martin
Youth Development Director
nmartin@ymca-snoco.org
425 357 3034

Thank you for considering how you can support the Snohomish County Y Esports Program.