



**Agenda Item:** Discuss and Consider Special Event Incubator Funding for 2023 Galveston Island Esports Summit

**Background:** Galveston Island Esports Summit, scheduled for August 25-27, 2023, is designed to bring together Esports educators, influencers, professionals, trade, merchandisers, gamers, and all interested in the rapidly growing esports market.

The 2023 event will feature exhibits, interactive activities, educational panels, and esports tournaments. The US Army will manage the tournaments, highlighted by the Army Esports Mobile Tournament Center, that will be on display and serve as the tournament center. The US Navy will engage the Army in competition, and NASA will host a virtual reality experience of the International Space Station. In addition, they will exhibit artifacts and space memorabilia. Vendors will include merchandise and services, and the Summit will provide new games and interactive activities to entertain attendees.

Confirmed participants to the Summit to date are the US Army - Esports and Recruitment Houses (2), Texas Scholastic Esports Federation, NASA, Esports Trade Association (ESTA), Women in Games (WIGI), the US Marine Corps, the US Navy, and panels featuring esports professionals, educators, game developers, and technology leaders.

Tournaments will be open to all ages by division, with a special division featuring ages below 12. Panelists will discuss the educational benefits of gaming, cyber security, and the advantages of custom personal computers.

A family event, ticketing options include Day passes, 3-day passes, and VIP passes that are all-inclusive. A nominal tournament registration fee with proof of event pass is required to compete.

Proposed schedule is as follows:

**Friday, August 25**

10 am – 6 pm

Tournament registration and competitions

Expo & Qualifying Tournaments

**Saturday, August 26**

10 am – 6 pm - Expo and Placement Tournaments

**Sunday, August 27**

10 am - 4 pm – Expo, Tournament Finals, Awards

The promoter has a robust marketing plan in place which includes social media promotion and digital, print and radio advertising. Attendance is expected to exceed 3,500 and generate more than 600 lodging room nights.

**Staff Recommendation:** E-Sports continues to develop as one of the most rapidly growing industries across the globe. Therefore, the event is well-positioned for sustainable growth. Staff recommends approval of up to \$10,000 in funding.

**Funding Source (if applicable):** FY '22-'23 Special Event Incubator Fund.

# Funding Application Considerations Checklist

Name of Event

Galveston Esports Summit

- The event "directly enhances and promotes tourism AND the convention and hotel industry." (Tax Code, Section 351.101).
- The application is filled out thoroughly and completely.
- Proposed advertising plan is included.
- Organizer has selected a method to account for hotel room nights.
- Application is being submitted more than 180 days in advance of the event.

**Please note: All items must be completed before the application can be submitted.**

# Galveston Park Board Application for Special Event Incubator Funding

## Event / Promoter Information

|                                       |                                    |
|---------------------------------------|------------------------------------|
| Event Name                            | Galveston Esports Summit           |
| Event Date(s)                         | August 25, - 27, 2023              |
| Event Location                        | Galveston Island Convention Center |
| Sponsoring Organization/Promoter Name | M. J. Naschke Public Relations     |
| Tax ID Number                         | 27-0372360                         |
| Tax Filing Status                     | Sole Proprietor                    |

## Contact Information

|                        |                                 |              |                |     |  |
|------------------------|---------------------------------|--------------|----------------|-----|--|
| Event Coordinator Name | Mary Jo Naschke                 |              |                |     |  |
| Street Address         | 202 Rosenberg Avenue, Suite 102 |              |                |     |  |
| City/State/Zip         | Galveston, TX 77550             |              |                |     |  |
| Daytime Phone          | (409) 762-3930                  | Mobile Phone | (409) 771-4373 | Fax |  |
| Coordinator E-Mail     | mj@mjnpr.com                    |              |                |     |  |

If you have any questions, please contact Bryan Kunz, Special Events Manager of the Galveston Island CVB at 409-797-5157 or email [bkunz@galvestoncvb.com](mailto:bkunz@galvestoncvb.com).

## Event Description

Please describe the event, including number of expected participants, activities planned, schedules, etc. Attach additional documents as needed.

See Attached.

*Attached*



**August 25 – 27, 2023**

[www.GalvestonEsports.com](http://www.GalvestonEsports.com)

**Event Description**

The 3rd Annual Galveston Island Esports Summit is designed to bring together esports educators, influencers, professionals, trade, merchandisers, gamers, and all interested in the rapidly growing esports market.

Due to COVID supply issues, the 2022 Esports Summit was pushed to 2023. The decision to postpone the event was based on the unavailability of equipment necessary to produce a quality event.

The 2023 event will be August 25 – 27. Friday, Saturday and Sunday the Summit will feature exhibits, interactive activities, educational panels and esports tournaments. The US Army will be managing the tournaments and a highlight will be the Army Esports mobile tournament center that will be on display and will serve as the tournament center. The US Navy will engage the Army in competition and NASA will host a virtual reality experience of the International Space Station. In addition, they are exhibiting artifacts and space memorabilia. Vendors will include merchandise and services and the Summit will provide new games and interactive activities.

Confirmed participants to the summit to date are the US Army – Esports and Recruitment Houses (2), Texas Scholastic Esports Federation, NASA, Esports Trade Association (ESTA), and Women in Games (WIGI), US Marines, Navy, and panels featuring esports professionals, educators, game developers, and technology leaders.

Tournaments will be open to all ages by divisions with a special division being ages below 12 years of age. Panelists will discuss the educational benefits of gaming, cyber security, and advantages of custom personal computers.

A family event, ticketing options include Day passes, 3- day passes, and VIP passes that are all inclusive. A nominal tournament registration fee with proof of event pass is required to compete. It is anticipated that 3,500 – 5,000 people will attend.

|                     |              |   |
|---------------------|--------------|---|
| Friday, August 25   | 10 am – 6 pm | Tournament registration and competitions<br>Expo & Qualifying Tournaments |
| Saturday, August 26 | 10 am – 6 pm | Expo and Placement Tournaments  |
| Sunday, August 27   | 11 am - 4 pm | Expo, Finals Tournaments & Awards   |

## Event Projections

### Total Attendance

Attendance: 3,500 - 5,000

### Operating Budget

Budget: \$150,000

## Hotel Room Night Projection

Select one of the methods below and complete the calculation to project Total Hotel Room Nights (TRN) associated with the event. The method you select here will be the method used to determine final funding amount after the event.

A. **Hotel Room Block** – Number of contracted rooms with Galveston hotels = \_\_\_\_\_ TRN

B. **Ticket Sales/Registrations** – Number of tickets/registrations sold 75 or more miles outside Galveston 1,000 x 0.61 = 610 TRN

C. **Total Attendance** – Total attendance \_\_\_\_\_ x 0.045 = \_\_\_\_\_ TRN

## Maximum Funding Projection

Using the Total Hotel Room Nights (TRN) calculated above, please complete the following formula to determine the proposed maximum funding amount. The final approved funding amount will be determined after the event based upon verifiable actual numbers from the event, and could be lower than the projection below.

610 x \$132 (Average Daily Rate) = \$80,520 ÷ 7 = \$11,502 Proposed Max. Funding -

## Proposed Fund Usage

Please describe in the space provided below: 1) How the funds you are requesting will be used. 2) How you will enhance and promote tourism and the convention and hotel industry. Please be specific. Attach additional documents if needed.

Funds will be used for marketing purposes: print, social media, digital ads, radio. The Galveston Esports Summit attracts a diverse market that is technology driven, and promotes Galveston to tech companies who may be interested in hosting conferences, etc. The event is diverse in age, culture, and is a networking success for businesses.

See attached  
Budget

The above information is accurate and true to the best of my knowledge.

  
\_\_\_\_\_  
Authorized Signature

10/26/22

\_\_\_\_\_  
Date

MARY JO NASCHKE  
\_\_\_\_\_  
Print Name Here

PROMOTER  
\_\_\_\_\_  
Title/Responsibility

Return the completed application above, along with your proposed advertising plan, event budget and any additional documents to Galveston Island CVB, 601 Tremont, Suite 200, Galveston, TX 77550 or email to [bkunz@galvestoncvb.com](mailto:bkunz@galvestoncvb.com).

If you have any questions, please contact Bryan Kunz, Special Events Manager of the Galveston Island CVB at 409-797-5157 or email [bkunz@galvestoncvb.com](mailto:bkunz@galvestoncvb.com).