

Kennesaw State University

Esports



**Club Esports
Participant Manual
2026-2027**

Contacts

Administration

Nicole Turner
Director
Sport Programs Services
nturne36@kennesaw.edu
Office: 470.578.2915

Steve Kinsey
Associate Director
Sport Programs
esports@kennesaw.edu
Discord – Steve|lestat

Program Staff

Sterling Henderson
Program Manager
Esports Program
shende86@kennesaw.edu
Discord: Sterling|playbacktx

Max Pendleton
Graduate Assistant
Esports Program
mpendle5@kennesaw.edu
Discord: Max|theeternalalmond

Facilities

Game Room – Competition Area
860 Rossbacher Way
Marietta, GA 30060

Game Room – Open Play
860 Rossbacher Way
Marietta, GA 30060

Off-Campus Emergencies:	911
On-Campus Emergencies:	470.578.6666
On-Campus Non-Emergencies:	470.578.6206
Enterprise Roadside Assistance:	1.800.307.6666

[Website](#)

esports@kennesaw.edu

2026-2027 CLUB ESPORTS TITLES

APEX LEGENDS

CALL OF DUTY

COUNTER STRIKE 2

LEAGUE OF LEGENDS

MARVEL RIVALS

OVERWATCH 2

RAINBOW SIX SIEGE X

ROCKET LEAGUE

SUPER SMASH BROS. ULTIMATE

VALORANT

Contents

Chapter 1: Introduction.....	5
Chapter 2: Club Membership & Forming New Club Esports	6
Chapter 3: Code of Conduct	9
Chapter 4: Officer Responsibilities & Organizational Structure	13
Chapter 5: Funding Sources	16
Chapter 6: Supplemental Funding Use.....	20
Chapter 7: Fundraising	22
Chapter 8: Travel	24
Chapter 9: Equipment Usage	27
Chapter 10: Facilities	29
Chapter 11: Program Safety & Risk Management.....	31
Chapter 12: Marketing	32
Chapter 13: Disciplinary Actions	34
Appendix A: Sample Documents	36
Appendix B: Contracts	42
Appendix C: Special Case Scenarios	43
Appendix D: Fundraising	44
Appendix E: Sponsorship Guidelines	52
Appendix F: Facility Guidelines.....	53
Appendix G: Recruiting Ideas	54
Appendix H: Hosting a Bid Event.....	55
Appendix I: Marketing Manual.....	56
Appendix J: Club Calendar	Error! Bookmark not defined.

Chapter 1: Introduction

Welcome aboard! The Club Esports Operations Manual is designed to help while participating in the Kennesaw State University Club Esports Program. We hope this manual will make participation or volunteering as an officer a little easier. This manual will clarify the Club Esports Program requirements and procedures for student officers, coaches, and club members. **It is the club officers' responsibility to convey accurately the information in this manual to the club members and new officers during the change of administration.** Every club officer should be familiar with the contents of this handbook, as the success of an organization depends on it. If updates are needed during an academic year, an email notification will be sent to all clubs, and the PDF copy listed online will be updated.

General Information: What is a Club Esport?

Kennesaw State University identifies a Club Esport as a group of activity fee-paying KSU students, voluntarily organized for furthering their common interests in a physical activity through participation and competition. The Department of University Recreation administers the Esports Program on the Marietta campus. Each club is formed, developed, governed, and administered by the student membership of that club in collaboration with the Esports Program staff. The key to success of the program and each club is attributed to the members' participation and involvement. Club Esports are solely voluntary and welcome to all skill levels.

While the Esports Program Staff will assist clubs, the responsibility for club administration and organization lies with the club officers and members. All club affairs must adhere to Kennesaw State University and the Department of University Recreation requirements and procedures. The clubs are meant to be a learning experience for the members through involvement in fundraising, public relations, organization, administration, budgeting, and scheduling. Involvement in a group and/or team situation helps enhance a student's overall education while living in a university setting. The leadership training and opportunities available through active participation in a Club Sport are intended to benefit the participant throughout a lifetime.

University Affiliation

Each Club Esport is affiliated with but not a unit of Kennesaw State University. All clubs are considered to be competing under the banner of the university when any of the following conditions are met:

- Utilizing the name, brand, or marks belonging to the university.
- Submitting roster or enrollment verifications to a National Governing Body that is certified by the registrar.
- Wearing uniforms or gear bearing names and marks belonging to the university.
- Utilizing University Funds or University Owned Property to support travel, competition, and/or expenses
- Any club that has gone through the club activation process at any time, is considered to be fully informed of the Kennesaw State University affiliation policy and conditions.

Chapter 2: Club Membership & Forming New Club Esports

Annual Club Activation

Each Club must complete an annual activation process to be a recognized club, receive funding and university support, and be eligible for travel and competition.

- Email esports@kennesaw.edu to ensure that your officer list is correct and all officers have access to the team page.
- Open a “Team Activation Packet” under the forms section.
 - In the “Team Activation Packet” you will be asked to provide the following information
 - Contact Information
 - National Governing Body affiliation
 - Officer Information
 - CPR/First Aid certification
 - An updated copy of the Club Bylaws
 - Volunteer Coach Information
 - Practice requests
 - Estimated Budget
 - Club Inventory
- Once you have submitted your packet, the Esports Program Staff will review your submission and reach out to schedule an Activation Meeting
- In this Meeting, we will review
 - Goals for the semester/year
 - Funding/Club financials
 - Fundraising Ideas
 - Officer Expectations
 - Answer questions and address concerns from either the officer board or Esports Program Staff regarding the information in the packet or meeting
- After the packet has been submitted and an activation meeting has been held, a club will be cleared to resume activity for the school year.
- Clubs seeking activation must complete the activation process no later than September 15th to be eligible for supplemental funding.
- Clubs will not be considered for activation if their materials have not been received in full before January 31st.

Who can join a Club Esport?

Membership is open to all currently enrolled, degree-seeking, fee-paying students at Kennesaw State University. Club Esports are open to all skill levels. Clubs holding try-outs for participant cuts is strictly prohibited. Club Esports recommends utilizing the terms of “team placement,” “evaluation”, and “assessment.”

Community Statement

The Club Esports Program provides inclusive programming for all individuals regardless of race, ethnicity, religion, spirituality, gender, gender identity/expression, age, sexual orientation, ability, socioeconomic status, or national origin. The Club Esports program promotes fair and honorable play, free from favoritism, bias, or deception, and strictly prohibits the following actions and/or behaviors from its individual clubs and participants:

- Bigotry or disparagement towards KSU participants and/or staff.

- Verbal or written abuse, threats, intimidation, violence, or other forms of harassment towards KSU participants and/or staff.
- Exclusion of individuals with any disability, limitation, or impairment

All participants of the Club Esports program are expected to respect the rights of others and to be civil, effective citizens of the KSU community.

Club Esports program participants may participate in offerings based on their asserted gender identity.

Academic Requirement

The Club Esports program does not have a GPA requirement expectation for participants. Please note, each club's league may have individual eligibility requirements. The participant may be subject to uphold these requirements to be eligible to participate in the designated sanctioned competitions. It is the club's responsibility to ensure each participant is compliant with the league's GPA and/or additional enrollment requirements.

Eligibility Exceptions

There are exceptions based off enrollment status to allow for participation with the Club Esports Program. Listed below are outlined exceptions based off status.

- Online Enrolled Students: Participants enrolled in online classes are eligible to participate in the Club Esports Program in both practices and competitions.
- Dual Enrollment Students: Participants registered as part of the Dual-Enrollment program are eligible to participate with the Club Esports Program. However, these participants' eligibility extends to practice and home/online events only. These students do pay fees as part of their enrollment, but as they are minors, they are not eligible for university sponsored travel. This prohibits them from participating in away competitions.

Note: Faculty/Staff and non-enrolled students are ineligible to join and participate in a club sport. These individuals would only be eligible to be affiliated with an individual club by completing the coach-volunteer process.

Participant Registration Process

The following steps must be completed prior to participation in any approved club activity:

- Confirm a login utilizing your KSU email credentials for the participant registration site of www.imleagues.com.
- Complete a Player Packet and Emergency Contact forms on www.imleagues.com.
 - Participants that are under 18 must complete the minor waiver to be approved for participation. The participant will receive an individual notice once the player packet is received for their parent/guardian to sign the minor waiver on the participant's behalf.

Once all eligibility requirements have been met the participant will be approved by the Esports Program Staff and listed on the club roster for www.imleagues.com. This will also grant access to the competition PCs in the JM Wilson Center Game Room.

- Participants are encouraged to keep auto-generated email stating a Esports Program Staff member approved their player packet to show the club's leadership verification of approval.

IMLeagues Designations

The participant registration site of www.imleagues.com has designations for participants who may be deemed ineligible and/or have a denied player packet at the time of registration. Listed below are the outlined explanations based off the IMLeagues designation.

- SSOINEL: A participant who has a line through their name and this designation indicates the student not currently enrolled and is not eligible for Club Esports.
- FORMS: A participant who has a line through their name and this designation indicates the student has joined the club team but has not completed the Player Packet form to be on-file as officially registered.

- SUSP: A participant who has a line through their name and this designation indicates the student is enrolled and has an active IMLeagues account. However, they are suspended due to a behavior or injury related issue.

Forming a New Club Esport

Students may petition to add a new club at any time. Groups that desire recognition as a Club esport must complete the requirements listed below to be considered for further review.

- Complete the New Club Esport Application, obtained by emailing the resource account.
- Submit the application to: esports@kennesaw.edu.
- The applicants shall meet the following criteria:
 - **Must have a minimum of six interested enrolled students.**
 - **It shall NOT duplicate the style of an existing club esport at Kennesaw State University**
 - **It shall have a reasonable method of competition.**
 - **Use of a National Governing Body is required.**
 - **It shall be financially practical to start and sustain over time.**
 - **It shall be safe and practical to conduct the activity to practice in order to compete.**
- Club Esports are not required to become Registered Student Organizations on campus. Therefore, the Esports Program Staff at Kennesaw State University will take sole authority in approving or denying the request.
- The Esports Program Staff will request a meeting with the interested students to review the application.
- Following the meeting, the Esports Program Staff will determine if the applicant(s) meets the parameters of the program to be approved or denied.
- Once a determination is reached, the applicant(s) will receive an email notice confirming the request's status.
 - a. If the request is denied, the applicant(s) has one week from receiving the official notice to submit an appeal. The applicant(s) are to submit the written appeal to esports@kennesaw.edu.
 - b. For more information, please see pg. 72 to follow [Appeals Procedure](#).
- If the request is approved, the applicant(s) will need to complete the team packet form which requires the completion of by-laws and provide certification of two CPR certified officers to become fully activated.
- Once the applicant(s) becomes activated, the group will need to maintain the outlined requirements to avoid possible reclassification or removal.

Chapter 3: Code of Conduct

The behavior of an individual Club, or individual member(s) from a club, reflects the entire Club Esports Program and Kennesaw State University. Club officers and coaches are responsible for the behavior of all club members. All club members must conform to these behavioral guidelines and to KSU Code of Conduct.

All club members, officers, and coaches are responsible for understanding and upholding the procedures put forth in this manual. Ignorance is not an excuse and any club member's failure to abide by the Club Esports behavioral guidelines or Kennesaw State University's Code of Conduct will face disciplinary actions. Any wrongdoings must be reported to the Esports Program Staff immediately via esports@kennesaw.edu. Reporting the problem to the proper officials ensures that the reporting coach, officer, or club member will be protected against later repercussions.

All complaints against members of the Club Esports program will be investigated. Any failure by members of the Club Esports Program to abide by the Club Esport behavioral guidelines or Kennesaw State University's Code of Conduct will result in a meeting among all parties and the Esports Program Staff. Infractions are subject to a probation of a club, suspension of individual club member(s), the suspension or dismissal of a coach, or other disciplinary action including the referral to Student Conduct Academic Integrity (SCAI).

The full University Student Codes of Conduct is linked here: <https://policy.kennesaw.edu/StudentCodeofConduct>

Alcohol, Illegal Substances, and Tobacco

Possession and/or consumption of alcohol, illegal substances, and/or tobacco is strictly prohibited at any time as part of all Club Esports activity. Additionally, the Club Esport Program requires coaches to refrain from possession and consumption of alcohol, illegal substances, and tobacco with club representatives at any time as part of Club Esports activity. This is in accordance with the Club Esports behavioral guidelines and Kennesaw State University Code of Conduct: <https://policy.kennesaw.edu/StudentCodeofConduct>.

The full University alcohol policy is linked here: <https://policy.kennesaw.edu/alcohol>

Academic Integrity

All Club Esports participants are expected to abide by Kennesaw State University's Honor Code. Honor is about academic integrity, moral and ethical conduct, and pride of membership in a community that values academic achievement and individual responsibility. Cultivating honor lays the foundation for lifelong integrity, developing in each student the courage and insight to make difficult choices and accept responsibility for actions and corresponding consequences, even at personal cost. As citizens of an academic community of trust, KSU students do not lie or cheat whether on campus or acting as representatives of the University in surrounding communities. Club Esports participants are expected to act as role models for the University community.

Hazing

Hazing is defined as any intentional, negligent or reckless action, activity or situation, occurring on or off campus, that endangers or is likely to endanger the physical health of an individual or causes an individual pain, embarrassment, ridicule or harassment, as a condition or precondition of gaining acceptance, membership, office, or other status in a student group, whether or not such group is formally recognized by the University and **regardless of the individual's express or implied willingness to participate.**

Per the University's Hazing Policy, actions and situations that may constitute hazing include, but are not limited to, the following:

- Forcing, requiring, or encouraging, the drinking of alcohol or any other substance.
- Forcing, requiring, or encouraging the consumption of food or any substance.
- Calisthenics (i.e., push-ups, sit-ups, jogging, runs) except for customary public athletic events, contests or competitions that are sponsored by the University or the organized and supervised practices associated with such events.

- Treeing (i.e., tying someone up and throwing food or other substances on them).
- Paddling in any form.
- Line-ups (i.e., yelling at or harassing people in a formation).
- Theft of or damage to any property.
- Road trips (i.e., dropping someone off and leaving him/her to find his/her own way back).
- Scavenger hunts without prior approval from the appropriate university-appointed adviser, professor, department director, or the dean of students.
- Causing an individual to be sleep deprived and/or suffer from excessive fatigue.
- Conducting activities that do not allow adequate time for studying or that interfere with their scholastic responsibilities (i.e., not allowing an individual to attend class, causing one to miss group projects).
- Forcing, requiring, or encouraging nudity at any time.
- Forcing or requiring, the wearing of specific uniform apparel except for customary public athletic events, performances, contests or competitions that are sponsored by the University or the organized and supervised practices associated with such events, or customary pledge pins, formal chapter attire.
- Performing acts of personal servitude for members (i.e., driving them to class, cleaning their individual rooms, serving meals, washing cars, shopping, laundry).
- Requirement/forcing of purchases for others.
- Forcing, requiring, or encouraging individuals to engage in public stunts or buffoonery, hair cutting, morally degrading/humiliating games or activities, which are distasteful or designed to provoke nausea or inebriation.
- Verbally harassing any individual or any action or situation which subjects an individual to a condition where that individual might tend to lose self-respect or suffer injury to personal or religious values.
- Producing mental or physical discomfort in any form or physical and/or psychological shocks in any form.
- Pressuring, whether through physical or social pressure, individuals to consume any food, liquid, drug, alcohol, or other substance which subjects the individual to a likely risk of vomiting, intoxication, or unconsciousness.
- Forcing, requiring, encouraging, or creating a situation where there is an expectation that individuals will participate in the violation of University policies, federal, state, or local law.

The full University hazing policy is linked here: <https://policy.kennesaw.edu/hazing>

Georgia law also prohibits hazing. Club Esport participants, staff, coaches, alumni, and any other individuals engaging with Club Esport participants are all subject to Georgia's law against hazing. Violators may be subject to jail time and/or fines. Participants are also advised that any violation of the University's Hazing Policy or Georgia's law against hazing, called the Max Gruver law, will result in KSU posting legally required information regarding the infraction on a publicly available website. The current website is available here: <https://scai.kennesaw.edu/compliance.php> More information on the Max Gruver law is available online here: <https://scai.kennesaw.edu/compliance.php> and can also be obtained by request to the Department of Sports and Recreation.

Amorous/Personal Relationships

Amorous relationships between Club Esport participants and Club Esport coaches is prohibited. All officers and members should be mindful of KSU's Sexual Misconduct Policy regarding sexual harassment. For more information, please review [KSU's Sexual Misconduct Policy](#) and [Policy on Amorous Relationships](#).

Sexual Misconduct & Harassment

Sexual Misconduct & Harassment is prohibited within the Club Esports Program. Sexual Misconduct includes, but is not limited to, unwanted behavior as dating violence, domestic violence, nonconsensual sexual contact, sexual exploitation, sexual harassment, and/or stalking.

Kennesaw State University requires an open working and living environment free of sexual harassment for students, faculty, staff and administrators. Sexual harassment is prohibited as a form of gender discrimination in the educational and employment setting by the federal and state law; therefore, sexual harassment is prohibited on campus and in all University programs. The University is committed to taking appropriate action against those who violate Kennesaw State University's Policy on Sexual Harassment, including those who assert false allegations of sexual harassment.

The full policy on sexual misconduct and harassment including information on how to file an official University complaint is found here: <https://policy.kennesaw.edu/sexualmisconduct>

Discrimination

All officers are required to enforce Kennesaw State University's Policy on Discrimination and Harassment as it prohibits discrimination and harassment based on race, color, national origin, sex, age, disability, religion, sexual orientation or veteran status.

For more information concerning the KSU Non-Discrimination policy, please contact the Office of Institutional Equity found here: <https://equity.kennesaw.edu/index.php>

Service Animals

Service animals are permitted at all Club Esport functions (including club travel). Service animals and handlers must comply with Student Disability Services (SDS) requirements (including on-campus registration). According to SDS, comfort animals do not meet the same threshold as service animals and are only permitted in on-campus housing. Therefore, comfort animals are not permitted in club esport facilities. Comfort animals are not permitted to travel with club to official club events unless the individual handler makes separate accommodations. The Club Esport Program is not financially responsible for accommodating comfort animals.

The full KSU Service and Emotional Support Animals on Campus Policy is found here: <https://policy.kennesaw.edu/serviceanimals>

Behavioral Guidelines

Club members and coaches shall NOT:

- Possess or consume alcohol, illegal substances, and/or tobacco at any Club Esports activity. This includes but is not limited to practices, competitions, travel, fundraisers, club affiliated events, and/or at public establishments while wearing club apparel.
- Post pictures or videos that show or give the impression of the possession or consumption of alcohol, tobacco, and/or illegal substances.
- Use club funds to purchase alcohol or tobacco even if all club members are above the legal age.
- Violate any federal, state or University laws.
- Strike, attempt to strike or otherwise physically abuse an official, spectator, administrator, University or hotel employee or coach. Club members will not strike an opposing player out of anger.
- Cause or attempt to cause personal injury to another participant, official, spectator, administrator, University or hotel employee or coach.
- Engage in any type of physical threats or harm, which includes but not limited to direct physical harm, threaten physical harm, perceived appearance of physical harm, or incited behavior of physical harm to another participant, official, spectator, administrator, University or hotel employee or coach.
- Verbally abuse another participant, official, spectator, administrator, University or hotel employee or coach.
- Cause damage to facilities or equipment.
- Use or enter a facility illegally using an assumed name or false ID.
- Intentionally engage in or incite participants and/or spectators to engage in abusive or violent action.
- Use obscene gestures, profanity, or disrespectful language.
- Haze another individual in any way.
- Engage in Sexual Harassment.
- Engage in amorous relationships between coaches and participants.

Club members shall:

- Follow all Club Esports behavioral guidelines and Code of Conduct.
- Abide by Kennesaw State University Code of Conduct.

- Be cooperative and honest when asked for assistance in identifying individuals who may be involved in incidents. Failure to do so may result in an individual and/or club penalty.
- Abide by all rules and regulations of Club Esport facilities and treat all facilities with respect.

Chapter 4: Officer Responsibilities & Organizational Structure

Club Esports require an organizational structure to ensure that all required duties are completed. Esports Program Staff recommend a division of responsibility among several Club Officers: Game Coordinator/President, Treasurer, and Assistant Game Coordinator/Vice-President. This manual lists the club responsibilities and indicates the program's suggestions for the division of responsibilities. All club officers will serve as liaisons between Esports Program Staff and its membership.

Definitions of Common Responsibilities/Terms

1. Club Leadership:

- **Officers:** The club must select a Game Coordinator/President and a Treasurer. Additional officer positions may be created based on the needs and/or goals of Club. The Game Coordinator/President and Treasurer must be two separate individual officers. The game coordinator/president is not allowed to serve as the primary name on the club's off-campus account.
- **Officer Contact List:** All clubs must turn in a current officer contact list as part of the team packet at the beginning of each academic year. New officer contact information is to be submitted if any off-term elections occur. All notifications should be submitted via email to esports@kennesaw.edu.
- **Disciplinary Problems:** All clubs must work with the Esports Program Staff to resolve conflicts or disciplinary matters and/or complaints about the club's behavior on or off campus, including club trips.

2. National Governing Body Affiliation:

- **Communication:** Officers will be the main contact for the National Governing Body the club is affiliated with. The officer board is responsible for meeting all KSU Club Esports and National Governing Body deadlines.
- **Roster Verification:** Many National Governing Bodies require team rosters to be verified by the University Registrar prior to the beginning of the season and throughout the season. It is the officer board's responsibility to be aware of these deadlines and submit the appropriate paperwork to the Esports Program Staff at least 10 business days before the deadline.
 - All roster verification forms **MUST** be submitted to the Esports Program Staff. Clubs are prohibited from taking documentation directly to the Registrar's office for verification.
 - Roster Verification Forms must be filled out, including signatures, before submission.
 - Submission of a Roster Verification Form assumes that the team and its members are affiliated with Kennesaw State University and competing under the banner of the University.
- **Eligibility:** National Governing Bodies set eligibility criteria for their competitors. Officers are responsible for knowing the eligibility requirements set forth by their Governing Body and the eligibility status of each club member.

3. Club Bylaws:

- All clubs must have a bylaws document approved by the Esports Program Staff annually. First year clubs will have their bylaws approved as part of the registration process.
- Clubs will be required to update their set of bylaws in accordance with the Esports Program Staff review to be officially activated for the academic year.
- Clubs are to include the following sections as part of their bylaws document:
 - Club Name
 - Club Philosophy/Purpose
 - Affiliation (see [Appendix A](#))
 - Membership
 - Dues
 - Codes of Conduct (anti-hazing, discrimination, and sexual misconduct)
 - Officer Roles
 - Officer Elections
 - Coaching

- Revisions
 - Dissolution
 - All clubs must be associated with a National Governing Body (NGB) as stated as part of the affiliation statement of their bylaws.
 - It is strongly recommended clubs provide a copy of the updated bylaws as part of an informational meeting outlining the expectations of the organization.
 - Also, it is strongly recommended the club document the explanation of what member dues cover and provide verification (i.e., receipt) for receiving the dues.
 - Dues are to be paid directly to the club and deposited to the off-campus account. Members paying directly to officer personal accounts are strictly prohibited.
4. Officer Board Transitions
- All clubs will be required to conduct their elections no later than the last day of finals for the fall semester. Clubs will then follow a president-elect, past president system to ensure continuity for the organization. Transition of primary responsibilities will occur following spring break. An example of how this will function is included in the bullet points below.
 - Scrappy is the current game coordinator/president of the owl watching club. He began his role following spring break in the previous academic year.
 - As of fall elections, Scooby is voted game coordinator/president and will carry the game coordinator/president-elect title until spring break. Upon returning from spring break, Scooby will assume the role of game coordinator/president.
 - As of fall elections, Scrappy becomes the past-game coordinator/president and works side by side with the game coordinator/president elect in conducting club business until spring break. Upon returning from spring break, Scrappy no longer holds the position of game coordinator/president and remains as a resource to Scooby.

Access

Any competition club wishing to have a coach physically present on campus will need to make a formal request of Program Staff. Please note that such requests can take four weeks or more to process required paperwork.

Conduct

Coaches must act as role models for clubs and ensure that all members positively represent Kennesaw State University. Coaches are to treat all staff personnel with respect. Club Esports strictly prohibits the possession and/or consumption of alcohol, tobacco, and/or use of illegal substances during all club sport activity. Additionally, coaches/volunteers must follow all conduct guidelines in the Club Esports manual and adhere to Kennesaw State University Student Codes of Conduct. The full document detailing the KSU Student Code of Conduct can be found here:

<https://policy.kennesaw.edu/StudentCodeofConduct>

Discrimination Policy

Coaches are to adhere to the KSU Discrimination and Harassment policies which prohibits discrimination and harassment based on race, color, national origin, sex, age, disability, religion, sexual orientation or veteran status. Additionally, Club Esports has a "no cut policy," in which clubs are unable to hold "tryouts" to cut interested participants based off skill level. The spirit of the Club Esports program is to be welcoming to all skill levels.

Amorous Relationship Policy

Amorous relationships between Club Sport participants and Club Sport coaches is prohibited. All officers and members should be mindful of KSU's Sexual Misconduct Policy regarding sexual harassment. For more information, please review [KSU's Sexual Misconduct Policy](#) and [Policy on Amorous Relationships](#).

Dismissal

Coaches may be immediately dismissed, if there is found to be a violation of the KSU Student Code of Conduct or the Club Esports behavioral guidelines set forth for practices, competitions, club travel, and/or at any recognized club function. Club officers and/or members may bring concerns about the coach to the Esports Program Staff for review as a potential dismissal related to behavior misconduct. Coaches are eligible for dismissal by the club based on a failure to perform his/her/their duties. The club will need to hold a member vote proposing to dismiss the club coach(es) needing a two-thirds of the club vote to dismiss.

Chapter 5: Funding Sources

Compliance Classification System

The Esports Program receives a budget based off the student fees designation at the beginning of the academic year. The funds received by individual Competition Clubs are referred to as supplemental funding. This funding can be used for a number of expenses, to include: league registration fees, competition registration fees, other registration fees, LAN travel (transportation, lodging, etc), facility fees not paid to KSU, and club-based equipment/inventory.

- The Esports Program uses a compliance level classification system to allocate supplemental funding per club. The compliance level focuses on quantity of competition, quantity of members, level of involvement, and the overall organization of each club.
- The compliance level system sets an upper and lower limit on supplemental funding allocated per club in the following academic year.
- Competition Clubs are placed in compliance levels 1, 2, 3, or 4 depending on the number of compliance points accumulated throughout the year.
- Competition Clubs will be placed in their designated compliance level at beginning of each academic year. The club will not be approved for supplemental funding until completing the team packet and activation meeting process.

Note: Maximum supplemental funding per compliance level is subject to change from year to year.

Compliance Levels

Compliance level 1

The highest level of recognition is reserved for the clubs that are very organized, active on campus as well as the community, and regularly support other Competition Clubs and the Esports Program. Level 1 also takes into account all the criteria listed in lower levels of compliance.

Compliance level 2

This mid-level group is for clubs that go beyond expectations by attending additional competitions and are organized by submitting necessary forms by priority deadlines. Level 2 also takes into account all the criteria listed in lower levels of compliance.

Compliance level 3

This is the level every club is expected to meet each year to remain in good standing as a Competition Club and be eligible to receive supplemental funding.

Compliance level 4

This is the level for Competition Clubs who have failed to meet the requirement to be in good standing and may not qualify for supplemental funding.

Provisional Status

This is reserved for groups new to the Competition Club program, are inactive for more than one semester, or are under a sanctioned status.

Compliance Level

Supplemental Funding

Compliance Point Minimum

Compliance Level 1	Up to \$3,000	170
Compliance Level 2	Up to \$2,000	150
Compliance Level 3	Up to \$1,500	130
Compliance Level 4	\$500	Less than 130
Provisional Level	\$0	New or Reestablished Clubs

Compliance Points

Completing the following required categories at the maximum level (excluding after action reports) will earn 161 points, enough for a Competition Club to be placed in Level 2 for the following academic year. The time frame for completing the criteria begins from the first day of the fall semester until the last of final exams of the spring semester. Competition Clubs cannot receive credit for the same event or activity in multiple categories. While some examples are provided below, Esports Program staff will have final approval of eligibility.

- Club News & Updates
 - Each club is to submit the Monday Notes via email by the end of the day, Monday. The Monday Notes email is to be outlined in complete sentences recapping a summary of the club's activity from the previous week. All Monday Notes are to be submitted to esports@kennesaw.edu.
 - Late submissions will not receive points.
 - The first Monday Notes will begin the 2nd week of the fall semester and end the last week of classes of the spring semester.

Monday Notes

<i>Monday Email</i>	2
<i>Max. Possible Points</i>	56

- Bi-Annual Officer Education Meeting Attendance
 - This requirement will include two officer education meetings each year.
 - Each club must have at least two current, registered members to attend the scheduled meeting that is currently serving as Game Coordinator/President, Assistant Game Coordinator/Vice President, or Treasurer.
 - A club representative arriving more than 10 minutes late or leaving with 10 or more minutes left the club is subject not to receive credit for the meeting. "Switch outs" are allowable with prior approval.

Club Meeting Attendance

<i>Education Meeting Attendance</i>	10
<i>Max. Possible Points</i>	20

- Club Meeting Attendance
 - This requirement includes six monthly meetings.
 - Each club must have at least one current, registered member to attend the scheduled meeting.
 - A club representative arriving more than 10 minutes late or leaving with 10 or more minutes left the club is subject not to receive credit for the meeting. "Switch outs" are allowable with prior approval.

Club Meeting Attendance

<i>Meeting Attendance</i>	5
<i>Max. Possible Points</i>	30

- Mentor Meeting

- Each club is assigned a designated Program Administrator to conduct meetings at the mid-point of each semester.
- Each club will need to confirm two officers to attend each scheduled meeting with its designated Program Administrator to reach the required category point value and avoid disciplinary action.

Mentor Meetings

<i>Fall Semester Mid. Semester</i>	10
<i>Spring Semester Mid. Semester</i>	10
<i>Max. Possible Points</i>	20

- Organization

- The team packet and annual report are worth 5 points.
- Roster submissions are worth 5 points. Rosters must be submitted 1 week prior to first virtual competition or 2 weeks prior to first LAN.
- Clubs are to submit its roster electronically through IMLeagues attendance tracker.

<i>Submission</i>	<i>Deadline</i>
<i>Team Packet</i>	1 st Day of Class Fall Semester
<i>Monthly Rosters</i>	15 th of every month
<i>Annual Report</i>	Last day of final exams
<i>Max Possible Points</i>	15

- Publicity/Streaming

- Each club must coordinate one stream a semester that is worth 5 points.
- Each club may collaborate with the Esports Program Twitch account for a post, takeover, or other public facing initiative.
- Clubs may complete tabling events for 2 points per event and a maximum of 5 total tabling events.

Publicity/Streaming

<i>Fall semester stream</i>	5
<i>Spring semester stream</i>	5
<i>Independent tabling events</i>	10
<i>Max. Possible Points</i>	20

- After Action Reports

- After Action Reports should be submitted within 48 hours of the conclusion of a competition.
- 1 point will be awarded with each properly completed After Action Report, there is no minimum or maximum points.

Bonus Points

To achieve the points necessary for compliance levels 1, 2, and 3 a club will likely need to complete bonus point items.

- Team bonding/retention **10 points max.**
 - Team bonding/retention events are eligible for 5 points, with a cap of 2 events per semester. Clubs are to submit a description, event date, and picture to esports@kennesaw.edu to qualify for the points.
 - Clubs must have a minimum of 70% of the active roster present to receive credit.
- Marquee Weeks **15 points max.**
 - Competition Clubs can earn up to 15 points for assisting with each of the 3 marquee weeks in which the Esports Program participates.

Marquee Weeks

<i>Weeks of Welcome (WOW)</i>	5
<i>Homecoming</i>	5
<i>Geek Week (GOKSU)</i>	5
<i>Max. Possible Points</i>	15

- Assisting with Esports Program Events
 - Competition Clubs can earn up to 20 points by meeting the minimum volunteer requirement for Esports Program hosted events. This number will vary by event based on volunteer needs.
 - Competition Clubs will earn 5 points per event.
 - Some event examples are PBC, exhibition matches, LANs, etc.

Special Case Scenarios

For information regarding special funding scenarios, including SABAC funding, joint clubs, needs based awards, excellence awards, and cash awards, please view [Appendix C](#).

Chapter 6: Supplemental Funding Use

Supplemental Funding Timeline

Clubs requesting supplemental funding must be pre-approved by the Esports Programs Staff to be processed. Once approved, the request will either be processed through a direct payment by the Esports Programs Staff or through reimbursement.

- The Esports Programs Staff will decide if the request is eligible by a direct payment. If not eligible for direct payment, the request will be confirmed with the club for reimbursement.
 - In this case, the club will need to make the purchase from its off-campus bank account and then submit receipt documentation. The receipt documentation must be submitted at the latest 30 days from the purchase date. Clubs cannot submit requests for supplemental funding use from expenses that occurred from a previous semester.

Eligible Expenses For Reimbursement

Supplemental Funding-Eligible	Supplemental Funding-NOT Eligible
National Governing Body (league) Dues Competition entry fees Competition lodging (See Chapter 8) Rental vehicles Rental vehicle gas Uniforms/apparel Off-campus facility rental (if applicable) Club equipment	Food Personalized uniforms/apparel On-campus facility hosting fees Alcohol/Tobacco (off-campus funding prohibited) Personal vehicle mileage/gas

Reimbursements

- A club requesting a reimbursement request back to their supplemental funding must submit an email request to the Esports Program Staff to initiate the process. The request should include:
 - paid receipt showing zero balance
 - cleared bank statement
 - roster
 - tournament notice
 - For rental vehicle gas: all receipts from gas purchases
 - Equipment/uniform purchases would not require a tournament notice for this reimbursement request.
 - For hotel reimbursements, please see [Chapter 8](#).
- The attachments are to be full page copies. Screenshots will not be accepted as an approved submission.
- Reimbursement requests must be made within 30 days of purchase or travel to be accepted.
- Once the request is processed, the club will receive a direct deposit for the reimbursement amount in 2-3 weeks.
- Clubs are prohibited from dropping off the receipt documentation to the Owl's Nest front desk to be recognized for processing.

Direct Payment

- A club requesting a direct payment by the Esports Program Staff from their supplemental funding must be specified when submitted a travel request on www.imleagues.com and/or outlined in email request to initiate the process.
- A club will need available funding for a direct payment request to be recognized.
- For direct payments, the club will need to allow at least 10 business days prior to the event for the submission to be reviewed and recognized.

- The following expenses are eligible for direct payment purchase: league dues, competition registration, Enterprise vehicles, uniform/equipment, facility rental fee, and/or officials' payment. If the direct payment request meets the deadline and the documentation is deemed valid, the Esports Program Staff will submit it forward for processing on the club's behalf.
- Once the request is processed, the club will receive an email follow-up notice confirming the expense was paid for directly and update of the club's available supplemental funding.

Off-Campus Bank Account

- Outside checking accounts are required for each KSU club.
- Obtain a Federal Tax ID # by completing a W9 (see Esports Programs Staff for assistance).
- Choose a bank branch – Fifth-Thirds Bank is required.
- Set up the account as a business-education account.
- Set up the account under "Club (Team Name) at KSU" and mailing address as the Owl's Nest (3220 Busbee Drive)
- Obtain a letter from the Esports Program Staff by requesting via email at esports@kennesaw.edu to change account holders and/or request permission to open the account.
- The Treasurer must serve as the primary account holder for the club's off-campus account. The game coordinator/president or another officer is to serve as the secondary account holder in order for the bank account to always have two current officers with access.
- Some banks will run a credit check on individual officers being added to the account. The check is looking for negative credit only; a lack of credit will not be considered negative credit.
- The club account name on the letter must match the official name on the account when it was originally set up.
- Clubs that accept member dues via electronic cash exchanges must have the payment set-up in a club account name and tied to the off-campus account. Payments to individual names are prohibited.
 - Two club officers must have access to the log-in information.

Chapter 7: Fundraising

Clubs are to raise funds to unlock supplemental funding, beyond \$500, allocated at the academic year's start. The allocated supplemental funding is unlocked once the club provides documented dues/fundraising. All fundraising/sponsorship/donation opportunities must be pre-approved by completing the fundraiser-sponsorship request form on www.imleagues.com. Please allow one week for the Esports Programs Staff to review the request and provide a response on the next steps with the form submission. All fundraiser events must have an IMLeagues approval before being scheduled. The Esports Program team reserves the right to deny fundraisers and sponsorships that do not align with university policy, go against the Code of Conduct, or pose a large risk to the University and Club Esports program. Once the fundraiser is approved and completed, the club will need to show receipt documentation and a matching deposit from the bank account to award matching funds. If there is not a receipt, the club will need to provide another form of supporting document to go with the deposit, such as email correspondence.

Fundraising Eligibility Exceptions

- Alcohol and tobacco-based companies are prohibited for being scheduled as fundraising opportunities.
- Clubs are prohibited from engaging in any behaviors that violate GA State gambling laws. This includes, but is not limited to, hosting raffles and any form of betting (fantasy sports that require an entry fee, bracket challenges, etc.). However, groups may engage in “opportunity drawings” in which participants can become eligible to receive a prize without having to purchase a ticket or be present to win (i.e., everyone who attends an event is given a ticket at no cost and can leave the event and still win).
- If the club would like to sell club branded items as a fundraiser and it includes a KSU logo/name, the sponsor/vendor will incur a royalty fee from the University. If the item does not have any KSU related branding on it, then no royalties fees will be issued.
- Clubs requesting to host a youth clinic as a fundraiser are subject to approval. However, this request requires each clinician, as part of the club, to complete the University’s Minors Training. The University’s Minors Training includes but is not limited to requiring an approved background check per clinician, along with a Minor’s waiver being specifically approved for this request. Please note that activities of this nature can take 6 to 8 months for approval.
 - Clubs will be responsible for reimbursing Club Esports for the cost of these background checks.
- Clubs are prohibited from signing contracts of any kind to secure a fundraising opportunity. For more information on Contracts, reference [Appendix B](#).
- For other Fundraising ideas, visit [Appendix D](#).

Note: Member dues are eligible for a set amount, determined each academic year, as matching dollars. Member dues like fundraiser dollars are to be submitted and documented once received as deposited. However, a fundraiser-sponsorship request form is not needed for a member dues deposit to receive matching funds.

Donations

- Donations can be made to a specific Esports Club via checks made payable directly to the club. Clubs accepting donations should obtain an official donor name and contact information.
- Clubs are to complete the fundraiser-sponsorship request form on www.imleagues.com to document the donor dollars to recognize as matching funds for the club’s supplemental funding.
- The club is permitted to set up a GoFundMe page or related page to receive monetary donations via those platforms. The club will need to outline the page hyperlink and general information on the fundraiser-sponsorship form submission.
- If the donor elects to donate directly to the KSU Foundation, please contact the Esports Programs Staff to discuss the process further.

Sponsorships

- All sponsorship opportunities must be pre-approved via the fundraiser-sponsorship request form on www.imleagues.com.

- The club will need to complete the University's sponsorship form in addition to the fundraiser-sponsorship form on IMLeagues. The Esports Program Staff will email the appropriate University sponsorship form to the club once a sponsorship request is received on IMLeagues.
- If the sponsor requires a company logo to use on a jersey, uniform, or apparel item, the sponsor must complete the University's approved vendor process and agree to the University's Licensing Agreement.
 - The company logo is not to be larger than the University logo, and corporate logos may not be touching the University logo or other corporate logos on the garment/item.
 - The proof of the uniform, jersey, or apparel will need to be submitted directly to the Esports Program Staff to undergo the brand approval process.
 - Once the design is fully approved, if the club would like to sell these items and they include a KSU logo/name, the sponsor will incur a royalty fee from the University. If the item does not have any KSU related branding on it, then no royalty fees will be issued.
- All fundraising guidelines regarding appropriate businesses or companies also apply to sponsorships and donations.

Sponsorship Proposal Example

- Create a sponsorship proposal letter (Please see [Appendix E](#)).
- Esports Program Staff can review to ensure there is no content or grammatical edits needed.
- Determine what the club will offer in return for sponsorship (ex. logo on banner, etc.)
 - Keep it simple!
 - Set a deadline for sponsorship so you have time to get items printed
- Visit local businesses to see if any are interested in sponsoring the club.

Chapter 8: Travel

General Information

- A club trip begins once a club departs campus and completes when the club returns to campus.
- Clubs should notify Esports Program Staff immediately if a change in plans occurs including ground or air transportation, lodging, competition venue, etc. or if an emergency arises during club travel.
- Clubs are NOT permitted to stay additional nights beyond the conclusion of the event.
 - Clubs are not allowed to travel between midnight and 5am.
- Esports Program Staff have the right of refusal for travel if it is in the best interest of participant safety.
- Clubs are eligible to travel to competitions each academic year following the fall officer meeting date until the last weekend of classes in the spring semester.
- The schedule can be extended until June 30 if the club qualifies for post-season competition. The Esports Program Staff reserves the right to approve competitions outside these dates provided the club submits a written request via email to esports@kennesaw.edu outlining a detailed explanation for reason to participate outside the approval period.
- All travel must be documented by completing the travel form on www.imleagues.com at least 10 business days in advance of the trip departure. The travel form includes additional information to request as part of the travel including lodging and transportation information. Once the club submits the travel form, the Esports Program Staff will provide an approval or denial.
- Additionally, the club is to collect any documented receipts during the trip electing to be reimbursed from its available supplemental funding. The club is to email esports@kennesaw.edu the week following the trip to confirm receipt documentation for submission. If the club is not seeking any reimbursement as part of the travel follow-up is not needed.

Lodging

- Lodging requests are to be included as part of the travel form submission on www.imleagues.com at least ten business days in advance of travel. This is to be included even if lodging costs are being paid with off-campus funds.
- When providing examples of desired hotel rooms, please use [Lucid Travel](#) and follow the subsequent guidelines:
 - Enter the exact dates of travel.
 - Enter the exact number of rooms needed.
 - Provide three separate options that are satisfactory for the club in order of most to least preferred.
 - Hotels must have a 3.0 out of 5.0 stars using the Trip Advisor rating system.
 - Hotels must have internal hallways. Listed hotel options with external hallways will not be approved.
- **Private residence booking companies are prohibited from overnight lodging with club travel. This includes but is not limited to Airbnb and VRBO. This requirement is in effect even if lodging costs are being paid with off-campus funds.**
- Cabin, campground, and/or rental companies are eligible for approved overnight lodging and supplemental funding reimbursement. This is provided the company can provide adequate contact information and a valid itemized receipt.

Personal Vehicle Transportation

- Clubs are permitted to drive their own personal vehicles to competitions. A driver's packet is required if a club member is driving another club member to a competition. The packet is valid for one academic year.
- If a club member is driving only themselves to a competition, then a packet is not needed.
- The Esports Program Staff will confirm which listed drivers will need a confirmed driver's packet on file.
- As part of the driver screening process, the driver will need to complete the Mandatory Vehicle Operator Training (MVOT). The online vehicle training link will be provided once the packet is approved by the Office of Safety & Risk Management. The online vehicle training is one hour duration and valid for one academic year.

Rental Vehicle Transportation

- KSU has a state contract for rental vehicle use with Enterprise. All Enterprise rental requests are to be booked by the Esports Program Staff. Clubs are prohibited from contacting Enterprise directly and making individual requests. Furthermore, clubs are prohibited from having coach-volunteers, alumni, and/or parents book a rental reservation on the club's behalf.
- Eligible drivers for all rental vehicle requests must be at least 21 years old, submit a driver's packet, and complete a defensive driver certification. The defensive driver certification is valid and on-file with University for five years. Free defensive driving classes are offered by the Club Esports Program and the Office of Safety and Risk Management on campus. Please contact esports@kennesaw.edu for more information about the current availability for defensive driving class offerings.
- Clubs requesting rental vehicles must include it as part of travel form submission on www.imleagues.com at least 10 business days in advance of the trip. As part of completing the form, the club will indicate the current eligible drivers. Esports Program Staff will approve the request and confirm the club has eligible drivers with updated requirements.
- The expense for Enterprise vehicle use is directly billed from Enterprise to the Club Esports Office via emailed invoice.
 - The Esports Program Staff will confirm prior to the trip if the club has available supplement funding to cover the expense. In the event the club does not have available supplemental funding to cover the expense, the club is required to issue a check from its off-campus account to the Esports Program Staff to account for direct payment of the rental use.
 - The club is subject to additional costs for not refueling and a cleaning charge if trash is not cleaned out following the trip. Inspections will be done once the vehicles are returned. Clubs are subject to lose the opportunity to be approved for future rental requests if vehicles are not returned in an acceptable manner.
- Charter buses are not a preferred form of transportation and will not be eligible for reimbursement. Any club wishing to use a charter bus should email their request to esports@kennesaw.edu. Approval will be provided on a case-by-case basis.

Department Vehicle Transportation

- Sport Programs has department vans that can be used for club travel. All department van rentals will be coordinated by the Esports Program Staff.
- Eligible drivers for all rental vehicle requests must be at least 18 years old, submit a driver's packet, complete the Mandatory Vehicle Operator Training (MVOT), and complete a defensive driver certification. The defensive driver certification is valid and on file with University for five years. Free defensive driving classes are offered by the Club Esports Program and the Office of Safety and Risk Management on campus. Please contact esports@kennesaw.edu for more information about the current availability for defensive driving class offerings.
- Clubs requesting department vehicles must include it as part of travel form submission on www.imleagues.com at least 10 business days in advance of the trip. As part of completing the form, the club will indicate the current eligible drivers. Esports Program Staff will approve the request and confirm the club has eligible drivers with updated requirements.
 - All gas expenses will be paid for by the club who is operating the vehicle. All other expenses will be managed by Sport Programs.
 - A cleaning fee will be assessed if the van(s) is not returned in the condition it was received.

Air Transportation

- Clubs are permitted to book air transportation if needed for club travel. Flight requests are to be included on the travel form approval process on www.imleagues.com. Once approved, clubs are responsible for making their own flight bookings.
- For flight transportation, clubs must complete the travel form 15 business days to be pre-approved before making reservations. Flights are eligible for reimbursement provided the club has available supplemental funding for use. Individual flight purchases are to be booked by current, active members. Individual flight

purchases donated or sponsored by club alumni or vendors are subject not to be eligible for university reimbursement.

Disciplinary Action

- During club travel, all club representatives are expected to uphold a positive image of Kennesaw State University and to exhibit good sportsmanship. The Club Esports behavioral guidelines and Kennesaw State University Code of Conduct are to be always adhered to. Any club representative that violates the behavioral guidelines or Code of Conduct is subject to face disciplinary actions. Disciplinary action may include, but not limited to placing the club on suspension, termination of the club's coach and/or the suspension of club members, along with referral to Student Conduct Academic Integrity (SCAI).
- Failure to comply with the outlined travel requirements and procedures is subject to club disciplinary actions. In addition, travel-related incidents reported to the Esports Program Staff will be thoroughly reviewed and disciplinary action may include placing the club on suspension, termination of the club's coach and/or the suspension of club members, along with referral to Student Conduct Academic Integrity (SCAI).

Chapter 9: Equipment Usage

Event Equipment Procedure

Clubs electing to check out program equipment for approved club activity must include this part of an event-space request form on www.imleagues.com. The items available for check-out for approved club activity is:

- Club Banner
- Nintendo Switches
- Monitors
- Cables
- Peripherals
- Monitors
- Cables
- Other specific items as requested

Equipment items will be granted based off amount and availability for the designated item. Equipment must be returned in the same condition as it was when it was rented to the club. If equipment is determined to be damaged upon check-in, the club is subject to a replacement fee cost and disciplinary actions.

If the club is requesting special accommodations of equipment or altered facility set-up for a hosted event, this is to be noted in completion of the event-space request form and communicated via email to esports@kennesaw.edu. The Esports Program Staff will approve and set parameters on what accommodations can be granted for the club's equipment and facility request as part of this event.

Club Inventory

Each club will list all inventory items currently in use as part of the annual team packet. Clubs will designate the equipment items purchased through the club's off-campus funding along with designating the equipment items purchased using University Supplemental funding.

- Items that were purchased via off-campus funding are considered funded solely by the club membership at the time of the purchase.
 - These purchased items are to be monitored, maintained, and stored by the club's leadership. These purchased items can be thrown away, donated, and/or sold.
- Items purchased by University's supplemental funding, also called club funding, are considered University property.
 - This includes any items purchased directly by Esports Program Staff or items that were fully or partially reimbursed.
 - These items will require a check-in and check-out process and are mandated to be stored in a Club Esports approved storage space.
 - These items are unable to be thrown away, donated, or sold. If the club elects to no longer use the University funded purchased items, these items should be returned to the Esports Program Staff who will submit it to the University Surplus Department.

Check In/Check Out Process

- After the Club Inventory form has been submitted, the Esports Program Staff will send out a copy of the submitted form to be verified and signed by the officers to confirm accurate records and officially transfer the equipment into Club care.

- At the end of the spring semester, officers should make an appointment with the Esports Program Staff to return their equipment. Once all the equipment has been returned, the Club has relinquished care of the equipment back to the University.
- If the equipment is lost or damaged upon return, the club will be charged the cost of replacement of the equipment.
 - For clubs that have lost/damaged uniforms, a minimum of a \$5 dollar fee will be added to each lost/damaged uniform based off the listed price per item. This is because an individual replacement cost is higher than a bulk expense at which the uniforms were originally purchased.

Chapter 10: Facilities

Requests

A club requesting to host a competition, meeting, tabling, and/or fundraising event must submit the event-space request form on www.imleagues.com. Club practice requests are confirmed via the team packet. All campus spaces the club is electing to use are to be requested and approved in advance. Clubs are prohibited from dropping in spaces for club activities not requested and properly reserved. The event-space request form is also required for clubs serving as the host of off-campus competitions.

Type of Space	Reservation Request Due Date
Campus Space (Campus Green, Table, etc.)	10 business days
Meeting Space	48 hours
Home Event	15 business days
Large Scale Conference or National Competition	Please see the Appendix H

- For practices, the reservations will be scheduled semesterly. Clubs will submit the practice requests via team packet during the summer semester for the club's practice schedule for that upcoming academic year and confirm continuation for the spring semester in November.
 - A club will not be granted practice times until completing the team packet and activation meeting process.
 - Each club's practice requests will be recognized for a maximum of two practice time slots.
 - The practice times slots will be scheduled for two-hour blocks as a default, with longer periods assessed on a case-by-case basis.
 - Clubs are eligible to request practices in the competition space located at the Joe Mack Student Center on the Marietta Campus.
 - When there is more than one club requesting the same day, time, and space, the requests will be evaluated based on each club's primary competition season, compliance level, and other practice times requested in priority order.
- On-campus practices and competitions are a program precedent of all clubs whose activity can be hosted in a campus space. Campus practices and competitions are intended to make the club as accessible to interested students as possible. Exceptions for hosting off-campus competitions will be reviewed on a case-by-case basis given the circumstance (i.e., space conflict, space restriction, unplayable space conditions).

Scheduling

- Clubs are eligible to host competitions each academic year between the fall officer meeting date and the last weekend of classes for the spring semester. The Esports Program Staff reserves the right to approve competitions outside these dates provided the club submits a written request via email to esports@kennesaw.edu outlining a detailed explanation for reason to participate outside the approval period.
- Clubs should notify the Esports Program Staff immediately if a change in plans occurs to the hosted event. This may include but is not limited to time change, competition format change, location change (if off-campus), and/or team forfeiture. Clubs are prohibited to cancelling a hosted event reservation without providing pre-approval notice to the Esports Program Staff. Additionally, Esports Program Staff reserves the right to delay, postpone, and cancel events due to weather, unplayable space conditions, and/or other unforeseen circumstances. If the club submits a cancellation notice to the Esports Program Staff within 48 hours other than inclement weather, the club will be subject to payment of the facility invoice if applicable. The Esports Program Staff will review payment obligation for the club on a case-by case basis.
- Esports Program Staff have the right of refusal for hosted competition if it is in the best interest of participant safety.
- All hosted competitions must be documented by an approved event-space request form on www.imleagues.com. Once approved, the club is to submit a home competition roster via IMLeagues that

includes the full names of each anticipated participating member. The home roster is to be submitted on the Wednesday before a weekend competition or two business days before non-weekend competition.

- Facility reservation times and availability may vary depending on the weekend or time of the event. Please inquire with esports staff about available facilities and hours of operation.
- Clubs may be charged facility and staffing fees for their events. These fees will be determined on a case-by-case basis. All fees will be communicated with the club in the review process and paid at least 3 days before the event. Fees must be paid via check from the clubs off-campus bank account and made out to Kennesaw State University.
- All requests will require at least one hour for set up and one hour for breakdown. If a club would like to request additional time, this should be included in the initial request and may incur an additional fee.
- In the case of a University scheduled event (i.e., KSU Football games, Graduation, etc.), time blocks may change or be altered to accommodate these events.
- The approved visiting team waiver must be completed by each visiting team member. It is the club's responsibility to ensure each visiting team member completes the waiver. The club should send out the waiver in advance as part of competition announcement/correspondence to the visiting team(s). The approved visiting team waiver is a DocuSign that can be distributed to all teams via a [this link](#).

Facility Access

- Participants and volunteer coaches for all club practices and competitions on campus must have approved access.
- For more information regarding facility access for volunteer coaches, please refer to [Volunteer Coach Responsibilities](#).
- All club members are to use their KSU ID for entry to campus practices and competitions. If the participant does not have a KSU ID when attempting access, a government-issued ID will be accepted for entry.
- Club members will need to be properly registered through the player packet process on www.imleagues.com to receive the club membership tied to their GGCircuit account. The club membership will be added to the member on a yearly basis. If the member's enrollment status changes from one semester to the next, the membership will be subject for removal aligned to the most updated enrollment status.
- Club participants are to contact the Esports Program Staff via email at esports@kennesaw.edu if questions about their individual eligibility and access.
- Clubs that practice and host competitions off-campus are responsible for ensuring all participants are fully approved through the player packet process on www.imleagues.com before participating in club activity.
- Club participants are strictly prohibited from gaining unauthorized access to a campus facility for competitions and practices. This includes but is not limited to passing back an ID to another participant, using another participant's ID, and/or bypassing approved entry points.
- A club may seek approval of visitors to gain facility access for club recruitment purposes. A club requesting visitor access will need to email the Esports Program Staff at esports@kennesaw.edu in advance of the scheduled reservation for pre-approval. Visitors are not approved for participation in activities and/or providing coaching to participants. Clubs are prohibited from providing non-approved visitors facility access.
- Spectators for hosted competitions are not considered visitors; no pre-approval access is needed for attending hosted competitions. Spectators attending hosted competitions are strongly encouraged to have a government issued ID for entry to avoid paying for a visitor's pass. Spectators attending hosted competitions are prohibited from utilizing a facility space while attending the competition.

Chapter 11: Program Safety & Risk Management

- **Player Packet:** All participants must complete the Player Packet form which is a registration waiver on www.imleagues.com. Once the participant has a created login for the www.imleagues.com website, the participant will complete the Player Packet form found under the “My Forms” section.
- **Emergency Contact:** All participants must complete the Emergency Contact form in addition to the Player Packet form. The Emergency Contact form specifically lists detailed information of two on-file contacts. The Emergency Contact & Player Packet forms must be fully completed before officially participating in an approved club activity. These forms are valid for one academic year.
- **CPR/AED/First Aid Certification:** At least two members of each club must be certified in CPR, AED, and First Aid. A club is required to have one of its CPR/First Aid/AED certified members on site for each approved club activity. High risk sports with a large team roster are subject to be requested by the Esports Program Staff to have additional members certified. Certified individuals must have copies of their cards on file with the Esports Program Staff. Free CPR/First Aid/AED certification classes are offered at the KSU Owls Nest, SRAC, or Marietta campus.
- **University Approved Drivers:** At least two members of each club must fully clear KSU’s University Vehicle Operator process in order to travel for LANs. Certified individuals must have copies of their certifications on file with the Esports Program Staff. Free Defensive Driving certification classes are offered at the KSU Owls Nest, SRAC, or Marietta campus. The Mandatory Vehicle Operator’s training (MVOT) will be assigned to each student’s OwlTrain.
- **Health Insurance:** Kennesaw State University does **NOT** provide health or dental insurance for any Club Esport participant. The Club Esports Program **STRONGLY RECOMMENDS** that each student Participants carry personal health insurance outside of the University.
- **Facility and Equipment Safety:** If there is a potential safety hazard regarding facility conditions or club equipment, officers are to notify the Esports Program Staff immediately.

Emergency/Injury Procedures

- **Life Threatening Injuries:** Immediately call 911 or, if the accident occurs at Kennesaw State University, call the University police at (470)-578-6666.
- **Non-life-threatening injuries, not requiring an ambulance:** If an ambulance is not required, have a club member or friend take the injured person to the Emergency Room. If there is no one to transport the person, call the University Police at 470-578-6206.
- **If an Ambulance is needed:** Notify Esports Program Staff ***immediately*** via phone, regardless of time of day, if any member of the club is hospitalized or sustains a major injury because of club activity (practice, games, or otherwise). If an injury occurs at KSU, contact University Police at (470)-578-6666. If you cannot reach them, call 911. If the person is conscious and able to use reasonable judgment, you must have the injured participant’s permission before transporting the person by ambulance because the injured party will be responsible for payment.
- **Head, Neck or Back Injuries:** Do not move the injured person unless there is immediate danger.
- **Accident Report:** Convey any incidents or injuries to Esports Program Staff within one business day.
- **Injuries to Individuals from visiting Teams:** Students and individuals from visiting teams are not covered by KSU and therefore, should be taken to the hospital of choice by one of their own team members, or an ambulance. Visiting teams will be responsible for their own medical bills.
- **Fire Alarm:** If the fire alarm sounds in any KSU building in which a Club Esport is practicing, officers will evacuate the club.
- **Blood and Bodily Fluid Spills Procedure:** Universal precautions must be taken with all bodily fluids. First, put on gloves. Participants involved in activities associated with any Club Esport that are bleeding are required to leave the activity until all bleeding has completely stopped. To return to activity, all soiled clothing must be sprayed with a disinfectant or removed, and the wound must be cared for appropriately. Disinfect all affected surfaces.

Chapter 12: Marketing

Approval Process

A club requesting to use Kennesaw State University logos and trademarks must adhere to the Club Esports Program and University request procedures. Specific to club uniforms, these must be properly representing the University. This includes the official use of the University name and/or approved University logos. There is no opt-out option or exception to circumvent the marketing request process for University representation with uniforms.

- The following procedures listed below are to be followed to confirm proper use of logos, name, and representation.
 - Submit a proof request to the Esports Program Staff via esports@kennesaw.edu.
 - The proof request is to include:
 - Mock-up of the artwork to be used
 - Name of the requested vendor
 - Anticipated quantity for the request
 - Purpose of product
 - Clubs must use an approved vendor for the purchases of uniforms or other branded apparel and equipment. The list of approved vendors and vendor registration information can be found here: [University Licensing Information](#).
 - If you cannot find a vendor that provides the uniform or equipment that you need (i.e. jerseys, etc.), one-time approval can be requested to purchase these items.
 - Please email esports@kennesaw.edu for more information on this process.
 - All proofs and artwork must align with the University's current standards. The full artwork guidelines can be found here: [KSU Style Guide](#) or in [Appendix I: Marketing Manual](#)
 - Once the design is approved, the Esports Program Staff will send the requesting club an official approval notice confirming the step is completed and able to move forward with the vendor in the process.
 - Clubs are prohibited from processing any order with a vendor containing a logo without an official approval notice.

Promotion & Publicity

- Clubs are eligible to promote themselves individually through multiple platforms. All postings must be created using a computer or other form of professional media.
- Tables for on-campus promotions are available at no charge. Clubs electing to request a tabling space must complete the event-space request form on www.imleagues.com.
- All printed material (website, flyers, media guides, brochures, uniforms, schedule cards, posters, etc.) are subject to brand approval and must be pre-approved by the Esports Program Staff. All artwork proofs are to be submitted at least ten business days in advance of the intended posting via email to esports@kennesaw.edu.
- All clubs are encouraged to take pictures, submit results following competitions, and send in noteworthy accomplishments (i.e., members named to the all-league teams) to the Esports Program Staff. It is recommended for each club to delegate or make part of an officer's role to track data/statistics on a regular basis.
- The Esports Program Staff should be promptly informed of any schedule changes so the most up to date schedule can be published.

Recruiting Ideas

- For recommendations regarding recruitment, review [Appendix F: Recruiting Ideas](#).

Using the University's Name

- A club team is to use the name "Kennesaw State University" or KSU as part of the official club name. However, the club sport acts as a third party that speaks only for its members and not the University as a whole. Club Esports are not agents of Kennesaw State University.

- The word “Club” must be listed with the team name as part of the official club name. For example, the correct listing of a club is to read “VALORANT Club at KSU.” This is in place for a club esports not to be misconstrued as an Athletics team.

Appropriate Content

- Esports Program Staff must approve all logo use on social media sites. Clubs are responsible for all content posted on individual club sites. Photos and dialogue should portray a positive image of the club.
- As an organization registered with Kennesaw State University, it is necessary to ensure the images and messages listed online, sent via email, and posted on social media are representative of our institution of higher education. Clubs may not:
 - Post pictures or videos that show or give the impression of the possession or consumption of alcohol, tobacco, and/or illegal substances.
 - Post or knowingly permit the posting of content or any other use of your club’s account to cause harm, embarrassment, defamation, insult, or injury to any person or entity. This does not prohibit frank discussions, criticism, or opinion.
 - Create a personal profile to represent an organization; this is a violation of most platforms' terms of service.

Club Social Media Accounts

- Clubs may also choose to create accounts for any type of social media, including Facebook, Twitter, and Instagram. Some recommendations for the use of these accounts:
 - It is recommended that accounts be checked weekly and updated monthly when the club is active. That way, prospective members can see that the site is still in use.
 - Make sure the name on the page makes it easy for someone to find the club. Avoid abbreviations, acronyms, or nicknames.
 - Update the “about section” annually, as this typically lists a website URL and/or contact information.
 - Clubs are encouraged to tag @kennesawesports in their posts.
- A club is to send their social media account name information to the Esports Program Staff to have on file as active in use.
- All club social media accounts are actively monitored by the Esports Program Staff, and clubs are responsible for all content posted to these pages. Any content found to be in violation, or supporting evidence of a violation, of a club sport expectation or university policy will be addressed through the disciplinary system, as deemed appropriate by the Esports Program Staff.

Club Cloud Storage

- For smooth document transfer, it is recommended that clubs create an account for the group for all club file storage.

Account Transfer & Closure

As part of officer transition, outgoing officers need to ensure that incoming officers have access to all club websites, email, files, and social media accounts before graduation/departure. Depending on the platform, it may be difficult or impossible for club leaders to regain access, leaving old and inaccurate information floating around the internet. It is recommended to set club group email account’s recovery passwords to esports@kennesaw.edu, so that Club Esport Staff may assist a group that cannot access a Club’s group email.

Chapter 13: Disciplinary Actions

The Club Esports Program has a four-part penalty system for disciplinary actions. The penalty system will be enforced when manual violations incur and/or requirements are not met by clubs and/or club representatives.

Four-Part Penalty System:

The four-part penalty system serves as a level of progression in enforcement each time the club incurs a disciplinary action. The penalty system will reset each academic year unless an action is carried over from a previous semester into the new academic year. The Penalty System is progressive, but not necessarily a “3-strikes” progression as all disciplinary action should match the violation.

Warning:

- The first disciplinary action in the four-part penalty system is an issued warning. If a club commits an action the Esports Program Staff deems suitable for disciplinary action, the club will be issued an official email notice with an attached, documented outcome letter outlining the offense as the warning.

Funding Deduction:

- The next action deemed for disciplinary action will result in a deduction from the club’s supplemental funding. An appropriate funding deduction will be outlined to the club depending on its level of infraction. Note that mandated activities/action violations bypass a warning, at least, and consideration begins with a funding deduction.

Suspension:

- The third deemed action for disciplinary action will result in a type of suspension for the club. This could include but is not limited to an overnight travel suspension, full competition suspension, or suspension of all team activities. An appropriate suspension will be outlined to the club depending on its level of infraction.

Club Removal:

- The last deemed action for disciplinary action will result in a club removal. The club that has been removed will no longer be a part of the Club Esports Program and will have to go through the full application and approval process to rejoin the Club Esports Program after a set date.

Note: The Esports Program Staff reserves the right for discretion with imposing an appropriate action that matches to the level of an infraction by the club.

Appeals

A club or individual club member has the right to appeal a disciplinary action, program procedure in question and/or denied program request. A club and/or participant has **three business days** from when the notice is issued to submit a formal appeal. Listed below is the bulleted outlined procedure for the club appeal process:

- A club and/or participant will be notified via email from the Esports Program Staff of an incurred violation and/or denied request.
- If the club and/or participant elects to appeal that decision issued by the Esports Program Staff, they must issue a written appeal to esports@kennesaw.edu.
- The written appeal must include a detailed explanation outlining the club’s reasoning for the appeal and justification for an alternate desired outcome.
 - If applicable, the club and/or participant is encouraged to attach supporting documents for the club’s appeal.

- Once the appeal notice is received, the Program Manager of Esports will review the appeal notice. The Program Manager of Esports will reach out the club and/or participant to discuss the appeal further.
- The club and/or participant will receive a notice from the Program Manager of Esports concerning the appeal.
 - If the appeal is denied, then the outcome issued by the Esports Program Staff will be upheld.
 - If the appeal is accepted, then the outcome issued by Esports Program Staff will be reversed with a provided alternate outcome.
- Once the outcome notice is issued by the Program Manager of Esports, the club and/or participant has **three business days** from when the notice is issued to submit a final formal appeal.
 - It must be a written appeal notice issued to esports@kennesaw.edu.
 - Once received, the Associate Director of Sport Programs will review the club and/or participant's appeal notice.
 - If applicable, the Associate Director of Sport Programs will schedule a meeting with the club and/or participant to discuss the appeal further.
 - If not applicable, the Associate Director of Sport Programs will follow up with the club and/or participant via email on the determination of the appeal.
 - The Associate Director of Sport Programs will either deny or accept the appeal.
- The club and/or participant will receive a final notice from the Associate Director of Sport Programs.
 - Once received, all decisions are final, and the club and/or participant will have exhausted the appeals process.

Note: An overturned appeal can provide a less severe and/or more severe outcome than originally issued action by the Esports Program Staff.

Appendix A: Sample Documents

MONDAY NOTES

Monday Notes Email Sample 1: Acceptable

Subject Line: Monday Notes-Basketweaving Club

Club Esports,

This week was a productive one to get organized for the year. We attended recruitment events at both the Marietta & Kennesaw campus. Our club interest meeting is 8/25. We are planning to attend our first competition on 9/12. We will be sure to complete the needed travel form for upcoming competition.

Thanks,

KSU Basketweaving Club

Monday Notes Email Sample 2: Acceptable

Subject Line: 8.20-8.26 Monday Notes: Cup Stacking Club

Club Esports,

This week we were able to accomplish a lot in terms of getting ready for the season! We have planned our information meeting for tonight from 6:30-8:00pm so we are looking forward to kicking off the season! Currently we are still waiting to get our game schedule from the league and have our practice time approved so once that's done we will have a better idea for the rest of the season.

Thanks,

KSU Cup Stacking Club

Monday Notes Email Sample 1: Unacceptable

Subject Line: No Subject

Hey man,

No activities this week.

Thanks!

Monday Notes Email Sample 2: Unacceptable

Subject Line: No Subject

Hey this John with KSU Cup Stacking Club, I was told to email you for something called Monday Notes. We would like to host a tournament. What do we need to do? Also how do we fundraise? Is there any meetings coming up? Also my player packet is still pending, what do I need to do? Cool, thanks!

SAMPLE CLUB PARTICIPANT BEHAVIOR GUIDELINES

KSU CLUB XXXX CLUB PARTICIPANT BEHAVIOR GUIDELINES

1. Any feedback for an individual will be addressed directly with that person in a constructive, professional manner as the first step.
2. I will communicate with my teammates, coaches, faculty, and other members of the campus community with honesty, respect and timeliness.
3. I will follow all club, University and Club Esport guidelines.
4. I understand I am expected to arrive to practice and matches prepared and on time. I understand I should arrive 15 minutes early to get ready. I will stay focused at practice and work my hardest.
5. Unless physically unable, I will participate in all warm-ups and practice drills with my club.
6. When my club holds fundraisers, I will participate. If I cannot be physically present then I will make signs, do paperwork, or any other kind of task that need to be done. I will be at the event for at least an hour depending on how long the fundraiser will last.
7. Alcohol/Drug/Tobacco Consumption- The use of alcohol, drugs, and/or tobacco by any club member while involved in club-related practices, including but not limited to competitions, banquets, travel or other activities is prohibited, regardless of age.
8. Breaking the player contract will result in consequences decided by the club. If a serious problem occurs, the club officer board has the right to discuss my removal from the club and ultimately a club vote will take place. A two-thirds majority vote will result in removal.
9. I understand that I must pay **[amount]** in dues before the deadline of **[MM/DD/YY]** or I will not be allowed to participate with the club. Further, I understand that I don't receive a refund on dues should I no longer be participating with the club.
10. I am signing out the following equipment:

Jersey #: _____ (replacement cost) Short size: _____ (replacement cost)

Jacket size: _____

I agree that I am solely responsible for the return of this equipment and its condition upon return, If, for whatever reason, I do not return this equipment, I agree to reimburse the full amount necessary for replacement. Further, I understand that I will also be asked to pay any required repair costs, due to my negligence or improper use of this equipment. Failure to meet these above conditions will result in my student account being charged, which *may* result in withholding of grades, transcripts, future registration and the forfeiture of checking out or renting equipment in the future.

Player Name (Print): _____

KSU ID#: _____

Player Signature: _____

Date: _____

SAMPLE DONATION REQUEST LETTER (#1)

Dear Friends and Family,

Let me take this opportunity to introduce you to the Cup Stacking Club at Kennesaw State University. Established in 2008, the organization is building a proud tradition of developing skills, as well as a desire to field competitive teams that will enjoy success locally and regionally. In the Club's short existence, we have already managed to qualify for Regionals three times and Nationals once. Even more importantly, our organization has allowed for many of us to continue playing sports after high school and to continue learning all of the life lessons that sports teach you.

During this time of year, we begin reaching out for support from our family and friends that have supported us in previous endeavors. Your contributions will be targeted exclusively to lower the growing costs of equipment, travel expenses, league fees, and referee costs to name a few. Contributions will also allow us to keep the club dues lower, which can be difficult for some to pay on a college budget. Travel costs begin to escalate quickly when the club is traveling with twenty-five or more members to schools in states such as, South Carolina, Alabama, Florida, North Carolina and Tennessee. Your contributions will allow us to continue to represent ourselves and our school outside of the Atlanta area.

Hard-work, heart, and dedication are the essentials for developing a strong program but having additional resources can help impact the club's success as well.

Regardless of your decision we are extremely grateful for your continued support and will do our best to make you proud. We are all looking forward to the upcoming season. You can see our schedule by following our Twitter @CSKSU. As always, thank you for your support.

Respectfully yours,

John Smith

Make Checks Payable to:

Kennesaw State University

Memo line: Cup Stacking Club at KSU

Return Envelope To:

Cup Stacking Club at KSU

The Owls Nest

3220 Busbee Drive

Kennesaw, GA 30144

SAMPLE DONATION REQUEST LETTER (#2)

Dear Friends and Family,

The Basketweaving Club at Kennesaw State University is currently in the process of our annual fundraiser. We have created a list of important people in our lives and are contacting them. You have supported us in previous endeavors and we thought of you.

Our club was established in 2018. This fall will surely be a huge success for the club, but also the entire university.. We hope to be part of the South Atlantic conference competing against opponents such as Clemson, South Carolina, and Chattahoochee Tech.

I am requesting that you sponsor us with a donation. Here's why: each club member is trying to raise money for club equipment and road trips. Being a new club, players need to purchase proper equipment along with attempting to subsidize player and travel costs to let player focus on our ultimate goal: having a successful season.

It can be awkward to ask for support, but University budgets are under enormous strain these days. Travel costs in particular have sky rocketed, as everyone knows. For club teams like ours, times are especially challenging. Although we compete for championships like varsity programs, we do receive some funding from the University, but we have to depend on individual player dues and raise funds in many different ways in order to make ends meet.

We understand that current economic times are hard for many people. We are hoping that you understand that our involvement with the Basketweaving Club at Kennesaw State University is paramount to us.

Regardless of your decision, we are extremely grateful for your continued support and will try to do our best to make you proud. We are all looking forward to the fall! As always, the Owls thank you for your support.

MAKE CHECKS PAYABLE TO: KENNESAW STATE UNIVERSITY

Memo line: Basketweaving Club at KSU

RETURN ENVELOPE TO: BASKETWEAVING CLUB AT KSU

Owls Nest

3220 George Busbee Drive Kennesaw, GA 30144

YOU CAN ALSO EMAIL BWKSU@GMAIL.COM FOR ADDITIONAL INFORMATION.

SAMPLE COACH EVALUATION FORM

To better serve the participants of the Club Esports Program it is necessary for a coach's evaluation and survey to be completed by every member of each club at the end of the semester or competitive season. The Club Esports Program appreciates comments or suggestions you might have.

If you have more than one coach, please specify which coach works directly with your level of competition. The coaches will not see this form and your answers will be kept confidential.

Club: _____ **Coach's Name:** _____ **Date:** _____

Check the appropriate box corresponding to how you evaluate your coach's qualifications and abilities.

	Excellent	Very Good	Good	Poor	Not Applicable
Ability to communicate effectively with players					
Technical knowledge					
Ability to teach skills					
Availability before, during, and after practices and competitions					
Attendance at meetings, practices, competitions, and other club functions					
Professional demeanor at home and away competitions					
Organizational skills					
Ability to serve as a positive role model and mentor for club participants					
Ability to work well with other coaches and volunteers					
Ability to gracefully accept feedback from club members and officers					
Ability to direct the club competitively while keeping with the abilities of the players					
Knows and follows the National Governing Body rules					
Stays within the boundaries of coaching and does not handle day to day tasks					

What level of player are you? ____ Beginner ____ Intermediate ____ Advanced

How many years have you played this game competitively? _____

How many semesters have you played for this club? _____

How many practices per week do you attend? _____

How many competitions have you participated in with this club (home or away) this year? _____

What does the coach do well? _____

What do you wish the coach would quit doing? _____

Other Comments:

SAMPLE OFFICER TRANSITION FORM

1. What is the club's current system for new officer(s) taking leadership? _____
2. Does the club have possession of mailbox key/access to mailbox? ___Yes or ___No
3. Does the club have updated set of by-laws/access to document? ___Yes or ___No
4. What is the Organization name listed on off-campus bank club account? _____
 - a. List Officers on account: _____
5. What are login credentials to access bank account? _____
6. What is the Club's EIN number? _____
 - a. Does club have access to document/letter from IRS providing EIN number? ___Yes or ___No
7. What are login credentials to access group email account? _____
 - a. Confirm recovery to group email is set to esports@kennesaw.edu. ___Yes or ___No
8. Does the club have a website? ___Yes or ___No
 - a. Weblink: _____
 - b. Login Credentials for Administrative Access: _____
9. Does the club have Social Media page(s)? ___Yes or ___No
 - a. Type/Name of Account: _____
 - b. Login Credentials for Administrative Access: _____
 - c. Type/Name of Account: _____
 - d. Login Credentials for Administrative Access: _____
 - e. Type/Name of Account: _____
 - f. Login Credentials for Administrative Access: _____
 - g. Type/Name of Account: _____
 - h. Login Credentials for Administrative Access: _____
10. Where does club store inventory list/documentation? _____
 - a. Does the club know which inventory belongs to KSU? ___Yes or ___No
11. Does the club have a storage locker/lock? ___Yes or ___No
 - a. Lock Code(s): _____
12. Does the club have a currently approved uniform(s)? ___Yes or ___No
 - a. Are uniforms personalized and kept by the club members? ___Yes or ___No
 - b. Are uniforms owned/stored by KSU? ___Yes or ___No
13. Does club have contact(s) to organization for scheduling official(s) for games? ___Yes or ___No
 - a. Contact Name, email, phone: _____

Appendix B: Contracts

- Clubs are ineligible to serve as signing authority for contracts. Therefore, clubs are strictly prohibited from signing any contract, whether it be for lodging, sponsorships, or other purposes.
- Any payment submitted in relation to the contract is subject to be lost without proper approval for the request.
- In the event, a club is presented with a contract to sign, the club is to submit it to the Esports Program Staff for review. The Esports Program Staff will present the contract to the University's Legal Department for an official determination.
- The University Legal Department acts as the sole signature authority for contracts on behalf of the University. The University's Legal Department will review the contract in full and provide details on how to proceed.
- For Travel: Clubs are approved to click "I agree" on Lucid Travel because it is a pre-approved vetted website by the University. However, any third-party sites outside of Lucid Travel would not be pre-approved if a contract or "I agree" clause is presented to the club requesting for signature.
- For Sponsorships: Clubs will submit a Sponsorship/Donation Form containing information regarding the Sponsorship. The Esports Program Staff will review the information provided and approve or deny the request. The Esports Program Staff reserves the right to request additional information regarding all sponsorship requests.

Appendix C: Special Case Scenarios

Supplemental Funding

Student Activities Budget Advisory Committee (SABAC)

Club Esports are not eligible to receive and may not, at any time, apply for funding from SABAC or any of its governing bodies.

Joint Clubs

Clubs that have multiple competition teams (A, B, C) must apply for a joint budget. Clubs that play the same sport but represent different sexes may apply for joint or separate budgets. Clubs with joint budgets must split their allocated funding equally. Clubs that receive joint budgets may be disciplined as a single club. Therefore, if allocated funding is withheld from one club as a disciplinary action, both clubs will be affected, and neither will receive funding.

Additional Fund

- The Esports Travel fund is allocated to support individual clubs attending competitions on a national level or clubs who put forward a case for needs-based funding.
- To be considered for this fund, the club must complete the Additional Fund Form. The form will ask for the requesting club to outline anticipated itemized expenses to show the total amount requested.
- The Esports Program Staff will make the final determination on the allocation amount evaluating number of participants, competition location, funds raised by club, additional clubs seeking funding, and funds available.
- The club is subject to receive a partial allocation amount, in which the club is expected to cover the remaining expenses. If applicable, the club can use the proposal form to request funds for use to a regional based or nationals qualifying tournament.

Cash Awards & Travel Stipend

- Clubs that receive any award, prize money, cash winnings, or other valuable consideration (gift cards, any item with a retail value greater than \$25.00, etc.) are to report the information to the Esports Program Staff once made aware of receiving the award.
- This requirement also applies to awards characterized as "scholarship" money. Club Officers are required to provide documentation that outlines the prizes in detail (amount and structure/award levels).
- Per University guidance regarding use of University funds, property, space, and other support, as well as the receipt of cash awards or other items of value or profit, clubs shall remit 10 % of all cash winnings or valuable consideration received while competing under the University's name. This 10% remittance will be utilized by the Club Esports Program in support of the goals and objectives of the overall program.
 - Whenever possible, the league, tournament, event, etc. should issue two checks: one to Kennesaw State University Club Esports Program for 10% of the cash award and one to the club participating in the league, tournament, event, etc. for 90% of the cash award. Clubs are required to deposit their cash winnings in the club's bank account.
 - If the league, tournament, event, etc. cannot issue two checks the club participating must present the Esports Program Staff with a check for 10% of the cash award within two weeks of receipt of the cash award. Any non-cash valuable consideration must be reviewed with the Esports Program Staff to reach a determination on the value of the prize and the possibility of a remittance.
 - Clubs that receive travel stipend assistance are required to disclose this to the Esports Program Staff. Clubs are prohibited from applying for Club Esports additional funding and not disclosing receiving additional funding from a governing body or other source.

Appendix D: Fundraising

Marketing & Publicity

A top priority of any organization should be the development of an informed and supportive audience or fan base, and there are several ways to do this. Hosting quality programs that are well produced and promoted are a great way to build a personal connection and market your sport club.

Building an Online Presence

If you really want to fundraise, your sport club must have a presence online. To start any campaign, whether it be fundraising, awareness, or to build a fan base for a home game, you may need to establish a primary website. It should be easily updated with news and important details. It should be streamlined so visitors can quickly navigate to the content they want. Websites also serve to recruit future team members and involve community members in fundraising efforts. If you have multiple websites, pick one main site to redirect your fans and visitors to (avoid outright deletion of any pages, as this could cost you many followers). This main site should be able to feature video and daily updates while competing. Keep track of all online and social media accounts and make sure future officers will be able to take over administrative duties.

ALL CLUBS MUST ADHERE TO KSU GUIDELINES.

1. Facebook Page - every club should have a page to generate fans and make it easier for everyone to find your club. Use Facebook as your sport club page while posting or updating.
2. Twitter and Instagram Accounts - the short messages and photos are perfect for updates during competitions! Stay on topic and keep it clean. Live updates are a great way to involve supporters in team events.
3. Website - Clubs may need a website to be able to do more things, like have online event registration, email/newsletter lists, etc. Make sure to include your club goals and aspirations, along with past accolades and awards. This is your chance to give a legitimate, professional impression to donors and future students alike.
4. YouTube Channel - a video is worth a million words. You can link videos to the club's main site to increase online presence. Make sure to get permission to post it online from everyone in the video. Videos are also a great opportunity for governing bodies to highlight specific teams on a national level.

Alumni & Donations

This should be a huge component of fundraising for your club. Past members feel a connection to your club before you even contact them, whereas the general public will be difficult to capture. Alumni will donate money and time because they already have a personal connection to your club. Whether you simply ask for donations with a letter or host an event-packed Alumni Weekend, past members appreciate recognition for their time and money. Alumni may be interested in being involved by funding or partially funding a scholarship.

Reaching Out

The reality is that most alumni are not in touch with your club. An alumnus will be much more likely to donate than a fan or parent and you should reach out to them immediately. Your first contact should be professional and include a personal touch with captivating news. Newsletters or Quarterly Team Updates are a great way to stay connected with alumni and past donors. Most donors appreciate if their donations are allocated to a certain area, whether it go towards equipment, travel expenses, competition entry fees, etc. You might want to include answers to these questions:

1. How did the club do last season?
2. What does the club aim to accomplish short and long-term?
3. Is there one moment or play that could be a good story to include?

4. What will the club do with funds donated by alumni? Is there a specific goal?
5. Is there a tiered donation recognition system in place?

Recognizing Donors

Donors like to feel appreciated and recognizing them appropriately will encourage them to become repeat donors. Here are some easy ways to give them credit for making a donation:

1. Post a picture or video showing off your new purchases, giving credit to specific donors or groups of donors
2. Update your website with a page dedicated to donors
3. Create a tiered system to categorize donation amounts (For example: \$500 Gold Club, \$100 Silver Club, and \$10 Bronze Club)
4. Host an alumni tournament using 100% alumni-donated funds. Make it a fundraiser tournament and double the money you invest!
5. Businesses and alumni may be interested in sponsoring a scholarship especially if they are given naming rights to the scholarship.

Go Fund Me

Teams can set a Go Fund Me page through their website. After the page has been set up the team can share the link on their social media sites. This encourages family, friends, and possibly even alumni to donate to the team.

Fundraiser Ideas

Alumni & Parent Events

As a club, you cannot deny the importance of strong alumni and parent support. Catering events for them is a great way to bring them all together. Designate a date and time when alumni/parents will be invited to campus to compete against current club members in a game/competition, or to participate in a “season kick-off” or “year-end celebration.” This may include games, homecoming weekend activities, or banquets. Secure a facility and decide if officials are needed for a game. This event can be a friendly meeting or contest where the goal is to establish good alumni relations by distributing newsletters and donation cards. Or, a fee may be charged to cover expenses and/or include some small team token (i.e. t-shirt, key chain, water bottle). Be very cautious with mark-up. These are alums and parents, many of whom have given or will be giving to the program in the future. Also, recognize that these events do not have to be overly elaborate because most of the alums and parents are just excited to see each other and the team. Keep it simple. This will keep your cost down and increase your chances for profit.

Time Required: Moderate; 2-10 hours, dependent upon event

Profit: Dependent upon charge and # of donations

Car Wash/Bike Wash

Secure permission to use a location that is water accessible for use. Determine a date for the event. Ideally, try to secure a weekend day from 10am – 2pm in a high traffic area. The location and date are a top priority. For example, consider Saturday morning grocery shoppers, youth athletic league practices and competitions, or football games. You want to choose times and places that draw a large number of people.

1. In case of rain, have a rainy day scheduled in advance
2. Borrow or purchase a hose, nozzle, buckets, and rags. Purchase soap
3. Signs are good but energetic people are best. Strategically place people with signs around the area and triple your impact! Ex: Club gymnastics “We flip for tips!”
4. Decide on amount of the donation - around \$5 per vehicle
5. Make flyers, Facebook events etc. to advertise your event and your sport club

6. Remember: Every event is a new promotional opportunity, do not miss out!

Time Required: Minimal

Profit: \$100 - \$400 is expected; dependent upon weather conditions

Hosting a Club Competition

Hosting a tournament or competition for your club can raise money and increase awareness of your activities on campus. The #1 goal of your club's debut tournament should be to establish the event as an annual competition, so teams return in the future. It is possible that you may break even financially, but you will establish credibility as a club if your event runs smoothly and you can make a profit in the future. Keep detailed records of how you do things so future officers can follow your lead. A gate fee can be charged to those attending to increase revenue but make the event free to fellow students or they will not come. Other revenue possibilities include:

1. Tournament Program- provides space for sales, ad space, donor/sponsor recognition
2. Merchandise- team and tournament gear are options, but make sure they do not hurt your budget

Hosting a tournament:

1. Set a date that works in your league. Do not compete with a well-established tournament just a few hours away. Timing is everything, so do the research to come up with the best date (and an alternate date).
2. Meet with your assigned administrator to get the ball rolling
3. Secure permission to host the event, reserve the facilities, and begin staffing the event, using as many volunteers as possible. Hire the additional personnel (Coaches, technical support staff, etc.) needed.
4. Contact teams to participate. A team entry fee should be charged to cover tournament expenses (site rental, awards, staffing, insurance, refreshments). Work the numbers in advance to determine the maximum # of teams that can be accommodated and the minimum # of teams necessary to break even on expenses.
5. Solicit sponsors in person.
6. Produce a tournament game schedule and send to all participants and advertising of the event can occur. Advertising of the event will increase spectators and add to the overall atmosphere of the event. Do not forget to market the event to local high school and club teams.

Time Required: High

Profit: Varies; dependent upon many factors

Letter/Email Campaign

Letter campaigns can be a very effective fundraiser for all types of clubs. When undertaking letter campaigns, first determine the target audience for the letter. Generally, it is wise to target individuals that have connections to the club through participation, such as alumni, family, friends, or mentors and coaches of current club members. When designing the letter, have a specific financial goal in mind: funding a trip to nationals, a spring break training trip, etc. Here are some ways to make letter campaigns more successful:

1. Require everyone on the club give 5-10 names & addresses of people that they would like to contact – aunts/uncles, former coaches, grandparents, alumni they know.
2. Suggest that individuals write a small hello on the form letter – it really personalizes the request and takes very little time or effort. The note can just be “Thanks for your help” and a signature.
3. Challenge each class (if mailing to alumni) to raise the most money – the class that raises the most \$\$ gets a free t-shirt for each individual, a quick blurb on the website, or a thank you page in a media guide, etc.
4. Offer team merchandise to anyone donating over a certain amount – t-shirt, hat, water bottle, etc. Send the letter to Esports Program Staff for review *prior* to printing

5. Submit an event-space request on www.imleagues.com to reserve a room at the Owls Nest to host “letter writing party” – order pizza and address envelopes
6. Purchase envelopes and stamps
7. Be sure the return address is:
(Club Name)
3220 Busbee Dr.
MD 7901
Kennesaw, GA 30144

Time Required: Minimal

Profit: \$200 – Unlimited; dependent upon # of people solicited and how much each person donates

Media Guides & Event Programs

Media guides and event programs can be profitable in addition to serving a useful purpose for your team. They are especially effective if you already have a fan base that attends games, but they can also be a way to increase your fan base. Advertising space is sold to local merchants who may include an ad or coupon in the media guide which is distributed to the fans that attend the home events. The fans can more easily follow the players on the field and the merchants gain exposure. Ad space may also be sold to parents, family members, or alumni. In addition, a “booster page” can be included for those who have donated a smaller amount (\$10-\$15) to have their name listed.

1. Media guides, which list player’s names, number, position, hometown, or other relevant information, can be distributed for free at all home events. The complexity of the programs or media guides depends on your preferences. For example, including a color cover, a team photo, or printing a simple double-sided sheet are all options.
2. Event programs are similar in nature to media guides although they serve one event/tournament rather than an entire season. Event programs may include the tournament schedule, each team’s roster, rules of the game, etc. Again, advertising space is sold to profit the team. Personal messages can be offered to parents, friends, alumni of the team’s that will be attending as well. In addition to the potential for advertising revenue, event programs (for large enough happenings, e.g. conference championship) can be sold at a small price (\$1 - \$2) to raise money as well.

Time Required: High

Profit: \$200+

Newsletters

Newsletters can serve the dual purpose of keeping people informed about the happenings of your club and also raising funds. Newsletters can also be distributed to a larger audience than specific fundraising letters. The first step in developing a newsletter is to identify a target group. This can include alumni, parents, interested community and university members. Once this target group has been determined, decide the number of mailings per year. Newsletters can take the format of a “yearly round-up,” “where are they now,” or semester/quarterly updates. Do not be afraid to start off small with a mailing once a year – as your audience and club grows this can easily be expanded to encompass more news or editions. Newsletters can include such information as articles from coaches and/or club leaders, season schedules and results, the web site address of the club, or alumni happenings. Keep the newsletters succinct, catchy, and informative for the best results.

Time Required: Moderate. Writing articles can take some time.

Profit: Varies; dependent upon number of editions per year and size of target group

Percentage of Sales

Various businesses, usually restaurants, offer percentage-of-sales programs. This type of fundraiser is a mutual relationship between your club and a business. A date and a timeframe are determined jointly by the club and business. Some businesses will only agree to this type of promotion for certain days of the week that are typically slower times, usually Monday or Tuesday. The team then receives a percentage of all food sales for that day and time period. The percentages of sales can vary from 15 – 30% depending upon the business. Some businesses have a tiered system, and your percentage increases if they make over a set amount. Many businesses will require a flyer with purchases but try to get around this as many people lose them and they cost money to print. If you can negotiate with the management, take a lower % in order to forget about the flyers. Publicize the event to team members, family, friends, alumni, and to generate as many sales as possible. Coordination of this fundraiser with an alumni event or competition can elevate sales and greatly increase the amount of money raised. Make it a monthly event and rake in much more funds to balance your budget.

Time Required: Minimal; dependent upon terms of agreement & publicity/marketing time

Profit: \$100 and up; dependent upon the percentage of sales agreed upon and # of customers

Recycling Drive

At 5 or 10 cents apiece, aluminum cans are an under-utilized source for fundraising. All you need is large garbage bags and some cargo room to haul the cans. Find out where the nearest recycling center is to make sure it is worth the trip. There are two approaches to this type of fundraiser:

1. Your team can ask for can donations from neighborhoods, organizations, or other clubs. Print out and distribute small flyers and distribute them on car windshields, front porches, or directly to people – and request that people collect their cans for donation to your club. A date is given for collection at certain locations (residence halls, grocery stores, or neighborhoods). The flyer can also request that people bag their items and leave them on a porch for collection on a certain day. A great time to do this type of collection is around the Super Bowl – many celebrations = many recyclables. Again, team apparel should be worn.
2. You can gain permission from locations where recyclables can be returned (mainly grocery stores) to stand outside and ask shoppers to donate their cans to the club. You can station 2-3 individuals at different stores on one day (i.e. a Saturday from 9am – 1pm) and appeal to a large number of people. Make sure to wear uniforms or something identifying them as a member of the club.

Time Required: Minimal

Profit: \$100 - \$500

Sales

The two most popular forms of sales are merchandise and concessions.

1. Merchandise - Sales can include T-shirts, sweatshirts, shorts, hats, water bottles, car decals, etc. To organize a sale of merchandise, decide on what item you would like to sell and design a logo or screen to be placed on the item. Once the item and design has been determined, decide on the cost to purchase the item and the target sale price. Keeping the design or logo simple typically keeps costs down. Consider the option of the screener placing their small logo somewhere on the item in exchange for a lower cost per item to maximize your profit.
2. Concession - For concession sales, supplies must be purchased and prepackaged (shop in bulk to save money). Set prices in advance and advertise the existence of the sale date. Seek volunteers to sell items at the given date and time. Try to coordinate with another larger event to maximize sales. Examples include: a hosted tournament, a campus event such as a holiday craft or garden show, or a guest lecturer, etc.

Time Required: Moderate

Profit: \$100+

Special Events Labor Force

This is providing a work force for an organization or company during a peak period of time or for event and being compensated in return. This compensation can be either per individual or at a flat rate for the team. You must contact the Game Coordinator prior to doing this, as liability is an issue. Options for fundraising in this area include:

1. Working in areas such as concessions or program sales at an arena for one or a specified number of games. If working in concessions or program sales, compensation may be offered in the form of a % of total sales. In this case, it is useful to wear club clothing and promote the fact that a percentage of sales are being donated to the club – it may boost your business.
2. Providing labor for an event that occurs once or a few times a year. Examples would include a pool opening or closing or stadium cleaning after home or play-off games. Research what is in the area, where help is needed and contact the organizers.
3. Assisting with holiday help. There are some businesses that have a rush during a certain time of year. This requires extra help. Think of delivering trees or wreaths or gift-wrapping during holiday time, delivering flowers around Valentine's or Mother's Day, working at a campus event during a break period (winter or spring).

Time Required: Minimal

Profit: \$200+

Tournament or Outing for Community

Hosting an event for the public can generate interest and raise money for your club. Think about golf or tennis tournaments or outings, a casino night, or a Texas Hold 'em tournament, or even a tournament for other games etc. The first step in this process is to determine the costs involved. Contact the necessary facilities and/or obtain numbers on what rental fees are for your event. The break-even point and registration fees for the event need to be determined by the costs. Determine a date for the event and then advertise! This is especially necessary for a new event. Contact parents, alumni, university faculty/staff, and community members to assist in advertising. It is important to have club members recruit entries to achieve the ideal number of participants. An event of this type may combine a number of fundraising opportunities including sponsors, selling of merchandise, raffle, etc. Delegate tasks to different people, as a full event can be a daunting task.

Time Required: High

Profit: \$500 - \$2,000+

Fill the Hat, Boot, etc. (something that can hold donations)

This type of fundraiser requires face-to-face solicitation and part of the donations will go to a charity as well as your club. (One example is a charity for Muscular Dystrophy, but you could choose whatever you want). Stand on a busy street corner and ask for donations. Station 2-3 individuals at different locations on one day (e.g. a Saturday from 9 am – 1 pm) or weekend and appeal to many people. Spread out at different street corners around Kennesaw. Team members should not stand together only speaking to one another and should be in uniform Try to appeal to the largest number of people possible. Farmers market, sporting events, and live concerts will have the most people to appeal too. Team members should wear a uniform, jacket, or something identifying them as a member of the club and should have small "thank you cards" to distribute to those that donate. Team members should be prepared to answer questions regarding the club and what the money is going towards.

Judo Jugs:

Clubs can use this idea from the Judo Club at UC Davis to raise money in their classes. The clubs can decorate Gatorade bottles with photos of them practicing, team logos, and other visuals that represent their team. Then team members take the “jugs” to class and ask their professor to give a quick speech at the beginning of their class. The speech entails the team’s successes and the out-of-pocket cost for the team to travel. Then the team member passes the jug around the room to see if they would like to donate to their team.

Time Required: Minimal

Profit: \$100 - \$500+ depending on number of locations

[Esport]-A-Thon

This type of fundraiser requires organization and proper planning. This would require athletes to accumulate sponsors to make a donation based on performance. Lift-A-Thon could be the total combined weight of 3 lifts (examples: squat, bench press, deadlift) and the athlete gets sponsored for 5 cents per pound or the donor can have the option of making a flat donation. A Jog-A-Thon would be similar in that you get a donation based on number of laps on a track. This kind of fundraiser would promote fitness and competition within the team. You can try to lift more or run more or try and get more sponsors. In addition, sponsors who make a minimum donation of \$25 could get a shirt in return or something similar.

Time Required: moderate

Profit: \$200-500+ depending team size

Exhibition/Match

This type of fundraiser requires organization and proper planning. Set a time and location for people to attend a demonstration/match. If you have enough athletes, create two teams that will play against each other in a game of your esport. Advertise the game on a Facebook event and/or via email, word of mouth, flyers, and on other social media. Tickets should be sold as this is the primary source of income. This event will be a good place to sell team merchandise and advertise future team matches/competitions thus increasing profits and team support. This is a great way to demonstrate your esport for people who might not have participated before. This can be adapted to your esport.

Time Required: moderate

Profit: \$100-\$300

Team Calendar Sale

The timing of this event will determine its success. As many people purchase a calendar before a new year begins, around December or January, selling custom made team calendars is a good way to generate income. There are several customizable calendar services via the web and stores that use photos of your choice to create a yearly calendar. Either photos from the team throughout the year or posed photos taken at one time in the year. Sell and distribute these calendars throughout the holiday season, price suggestion: \$8 + amount it cost to produce one.

Time Required: moderate

Profit: \$500-\$1000

Krispy Kreme Donuts

This type of fundraiser requires organization and proper planning. This is a good way to be able to attract many students all over campus and generate income if done in an organized manner. Advertise the fundraiser on a Facebook event and/or via email, word of mouth, flyers, and on other social media. Create a form to have students sign up and let you know ahead of time how many dozens of donuts they would like and/or purchase several dozen to sell during the event.

It may require more effort as an officer or member will need to drive to pick up donuts and deliver them back to campus. Reserve a space on the Green or in the Student Center to pick up the donuts and pay there too. Lastly, make sure to call Krispy Kreme ahead of time to make sure they have enough donuts for when you pick them up. Price suggestion: \$10 per dozen of glazed donuts

Time Required: moderate

Profit: \$100-\$150

Jersey Sales

Parents love being able to get the cool gear their children wear while playing esports. To cater to this interest, you have a couple of options. When ordering jerseys for your team, give players time to ask their friends and family if they are interested in purchasing jerseys, then order extra gear as needed. Additionally, you could simply purchase extra jerseys with your order, and offer these for sale at your tournaments, matches, or other events. This can be a great way to generate interest in your team, and a great way to draw more attention to your cool gear. Make sure to charge enough to generate a profit by selling your jerseys.

Time Required: Low

Profit: \$100+

Hair Cut Fundraiser

For the haircut fundraiser, each player posts on their social media account, telling their friends and family that they will get whatever haircut the highest bidder would like to see them have. The players are required to keep their haircuts until the day of the game. It requires very little effort, as you can do the haircuts ourselves.

Time Required: Low

Profit: ?

Appendix E: Sponsorship Guidelines

Below are recommendations for what to offer sponsors based on their donation amounts. All sponsorships will be assessed in comparison to the guidelines below. All Club Esports' responsibilities end after one year of donation.

White: \$0 - \$149 value

- 1 social media shoutout

Gray: \$150 - \$499 value

- Social Media Shoutouts (minimum 2 during regular season, 1 during off-season)
- Hosting a social or team event at their business (percentage of revenue returned to club)
- Personalized Thank You Card

Black: \$500 - \$999 value

- Yard sign advertisement to display at home events (provided by sponsor)
 - Sign not to exceed 3ft by 2ft in dimensions.
- All of Gray of the following
 - Logo on jerseys/team gear (shoulder/sleeve only)
 - Hosting multiple socials or team events at their business (minimum 1 per semester – percentage of revenue returned to club)

Gold: \$1000 - \$1499 value

- All of Gray, 1 of Black, and 1 of the following
 - Individual banner displayed at events (provided by sponsor)
 - Banner not to exceed 5ft by 3ft in dimensions.
 - Multiple/Location of logos on jerseys (subject to design approval)
 - Logo size cannot be larger than KSU (Kennesaw State University)
 - Multiple could be on multiple pieces (I.e., uniform top and bottom) or in multiple locations on one jersey (I.e., each shoulder)
 - A signed poster or picture of the team

Platinum: \$1500+ value

- Logo on a general sponsor banner
- All of Gray, Black, Yellow and
 - Team swag for display at their business (not to exceed \$100 in value)
 - Multiple individual banners displayed at events
 - Recognition of Sponsor at Game or Event

Appendix F: Facility Guidelines

Joe Mack Wilson Student Center Game Room

All Esports activities have a dedicated space in the enclosed area at the back of the Joe Mack Wilson Student Center on the Marietta Campus. All clubs are required to share this space and reservation priority will be given first come first serve to teams who make the request. Club teams do not have priority to reserve this space if other teams require it in order to participate in their respective leagues, and all Club level events lose priority to Premier Team Schedules.

- All University requirements and procedures must be adhered to at all times.
- No drinks allowed without a sealable lid
- Alcohol, tobacco, and/or illegal substances are prohibited.
- Personal music must be listened to only via headphones.
- Do not remove or bring equipment in or out of its designated area.
- Pets are not permitted, except service animals.
- No glass containers, food, spitting, sunflower seeds, or gum.
- Any activities Esports staff deems unsafe.
- Damaging, defacing, and/or vandalizing Esports equipment and facilities.
- The reserved facility space must be returned to the condition upon arrival. This includes but not limited to:
 - a. Trash picked up
 - b. Peripherals plugged in
 - c. Moving chairs, mousepads, and peripherals back to their original location
- Clubs hosting competitions must complete the set-up and clean-up within the building hours as part of the event reservation times. A failure to complete the clean-up and/or causing staff to stay past the operation hours will be subject to an added facility usage fee.
- Clubs are to see the student facility staff for general equipment access as part of the event details, but it is the club's responsibility for operation. This includes but not limited to operating the scoreboards, and all other game related duties/operations as part of the hosting duties associated with the reservation.
- For entry, KSU students must scan in with their KSU ID. If the club participant does not have a KSU ID, then the club participant will need to have a government issued ID for access.
- Clubs that have registered coach-volunteers will be on a coach list to receive a coach membership ID once approved as a coach. Club coaches are only allowed facility access for approved practice & competition times.

Note: Failure to comply with facility procedures is subject to disciplinary actions.

Appendix G: Recruiting Ideas

- **Flyers**

- Draft up a flyer design to submit to Esports Program Staff for pre-approval.
 - Keep it generic so it can stay up all semester
 - Use club email address as the contact info
- Gain pre-approval permission in each building *prior* to hanging the flyers.
 - Student Center: Student Life Office (2nd Floor)

- **Classes**

- Search for the list of current offerings
- Make a flyer to get approved by Esports Program Staff or speak directly with the professor about advertising to students in the class

- **Department Marketing Requests**

- Send noteworthy club accomplishment via email esports@kennesaw.edu
- The information will be shared with the Department's Marketing Staff to distribute across the Department's multiple platforms

- **Promotional Table on Campus**

- Submit an event-space request on www.imleagues.com
 - Include desired location (Commons, Student Center, Campus Green, etc.)
 - Include food details for the University food waiver to be requested and approved.
 - Include request for club banners or business cards to be made available for pick-up.
 - Include specific day of the week and time information, i.e., Tuesday from 10am-2pm
- Each club is to complete one individual recruitment event/activity during the academic year to meet the minimum compliance point requirement for the Recruitment/Retention category.
 - This is in addition to the required club recruitment fairs at Marietta & Kennesaw campus
 - The club can also request a campus space for a demonstration event to count as for the recruitment requirement and increase exposure for the club. Campus Green is the best place for demo events.
 - Clubs are also strongly encouraged to email a picture and caption description of team bonding activities which are credited for points as part of the Recruitment/Retention category.

- **Local High School Recruitment**

- Have current teammates reach out to former teammates or previous high school coaches
 - Speak to the participants.
 - Invite to events.
 - Distribute flyers in person about the club.

Appendix H: Hosting a Bid Event

If your club is interested in submitting a bid to host a regional or national tournament or championship, this process will be more extensive than our typical process of hosting an event. Please review the following steps and requirements to review the approval process for these types of events.

- Prior to submitting any bid forms to your league or governing body or extending an offer to host an event of this scale, the officer board will need to schedule a meeting with the Esports Program Staff to review the requirements of hosting the event, determine if the event could be hosted at KSU and who the hosting party would be (the Club or Event Venue Management (EVM)), and answer any additional questions.
- If we have determined that EVM will need to be involved in the hosting of the event, the club will need to meet with EVM prior to submitting a bid to host.
- If the event is cleared by both the Esports Staff and EVM, the club may submit a bid to host the event at KSU. If the club wins the bid, the club must notify the Esports Program Staff and EVM (if necessary) immediately.
- Clubs will submit a space/event request on IMLeagues and include as much detailed information as possible for the Esports Program Staff to review.
- As changes and new information becomes available, the club will be responsible for ensuring that all parties involved are notified of the information.
- Additional meetings may be scheduled to ensure effective communication of information with all parties involved in the event.

No club may submit a bid to host an event without first meeting with the Esports Program Staff. These events are large scale events that typically can be very expensive to host. Meeting with the Esports Program Staff helps to ensure that everyone is aware of the responsibilities that the bid would entail and that the club and other campus entities are prepared to take on those responsibilities and costs.

Appendix I: Marketing Manual

KSU's Official Colors

The official Kennesaw State University primary colors are Gold, Black and Gray, and White.

Primary

Our signature primary colors represent Kennesaw State University at the highest level and should be used consistently in all communications.

HOOTY HOO GOLD

PANTONE 123C
CMYK: 0, 24, 92, 0
RGB: 255, 198, 41
HEX: #FFC629

LEGACY BLACK

PANTONE BLACK C
CMYK: 63, 62, 59, 94
RGB: 45, 41, 38
HEX: #2D2926

SLAP ROCK GRAY

PANTONE 421C
CMYK: 13, 8, 11, 26
RGB: 178, 180, 178
HEX: #B2B4B2

BACHELOR'S WHITE

PANTONE WHITE C
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

No values other than those listed on this page should be used. Tints and shades of these colors are NOT permitted.

Secondary Colors

Vibrant Cool Colors

Our vibrant hues bring liveliness and diversity to the overall KSU brand.



PANTONE 2126C
CMYK: 93, 78, 0, 0
RGB: 48, 58, 178
HEX: #303AB2



PANTONE 2193C
CMYK: 92, 24, 0, 0
RGB: 0, 144, 218
HEX: #0090DA



PANTONE 361C
CMYK: 77, 0, 100, 0
RGB: 67, 176, 42
HEX: #43B02A

Vibrant Warm Colors



PANTONE 526C
CMYK: 73, 100, 0, 0
RGB: 112, 47, 138
HEX: #402F8A



PANTONE 2026C
CMYK: 0, 68, 76, 0
RGB: 244, 99, 58
HEX: #F4633A

Legacy

Our subdued hues add a sense of sophistication and a reminder of our solid foundation and heritage.



PANTONE 3035C
CMYK: 100, 30, 19, 76
RGB: 0, 62, 81
HEX: #003E51



PANTONE 2152C
CMYK: 92, 44, 13, 22
RGB: 26, 101, 143
HEX: #1A658F



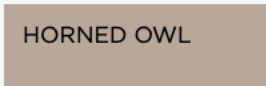
PANTONE 7676C
CMYK: 61, 64, 3, 0
RGB: 117, 102, 160
HEX: #7566A0



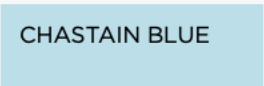
PANTONE 1245C
CMYK: 6, 35, 99, 18
RGB: 198, 146, 20
HEX: #C69214

Neutral

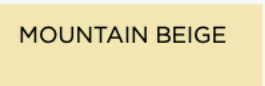
Our neutral hues add balance and warmth and provide a subtle backdrop for the other colors.



PANTONE 7529C
CMYK: 7, 14, 20, 22
RGB: 183, 169, 154
HEX: #B7A99A



PANTONE 7457C
CMYK: 18, 0, 5, 0
RGB: 187, 221, 230
HEX: #BBDDE6



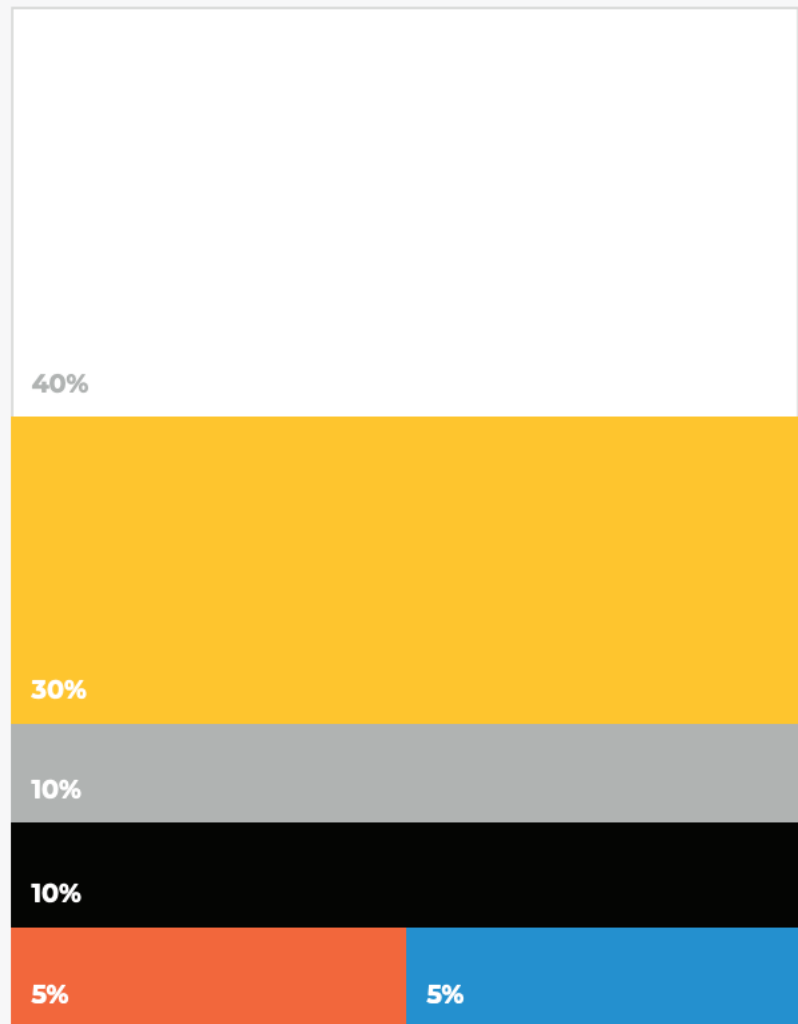
PANTONE 7499C
CMYK: 1, 2, 24, 0
RGB: 241, 230, 178
HEX: #F1E6B2

Color Usage

The following guidelines will help provide a sense of hierarchy, balance and harmony. Our color system can be flexible when needed, but restraint is highly encouraged. Balance ratios on individual pages, spreads and other layouts will vary from time to time. However, remember that our primary colors should be predominant overall.

Best Practices for Using Color

- Our primary colors should be present in all communications.
- Never use our secondary colors as primaries; they were developed to complement our core colors not to overtake them.
- Limit the use of secondary colors to less than 10% of overall design.
- A maximum of two secondary colors at a time is encouraged. However, when the need to differentiate parts of complex content arises, additional secondary colors can be added thoughtfully and sparingly.
- Provide high contrast. Remember that our communications must be created to be accessible to all. Ensure that color contrast passes accessibility standards.



Instead of viewing white space as a blank area that needs to be filled, think of it as a pause — like air, it is necessary for the design to breathe. Don't rush to fill space in a layout. It helps focus attention on the content that's there.

Official Typefaces

Kennesaw State University has two official typefaces: Montserrat and Source Serif Pro in all their weights. For the Web, Arial is recommended as a common system font to manage compatibility issues for shared electronic documents. Aldo the Apache has been approved for use by Club Esports.

Primary Typeface

Montserrat Thin	<i>Montserrat Medium Italic</i>
<i>Montserrat Thin Italic</i>	Montserrat Semi Bold
Montserrat Extra Light	<i>Montserrat Semi Bold Italic</i>
<i>Montserrat Extra Light Italic</i>	Montserrat Bold
Montserrat Light	<i>Montserrat Bold Italic</i>
<i>Montserrat Light Italic</i>	Montserrat Extra Bold
Montserrat Regular	<i>Montserrat Extra Bold Italic</i>
<i>Montserrat Italic</i>	Montserrat Black
Montserrat Medium	<i>Montserrat Black Italic</i>

Secondary Typeface

Source Serif Pro Extra Light	Source Serif Pro Semi Bold
<i>Source Serif Pro Extra Light Italic</i>	<i>Source Serif Pro Semi Bold Italic</i>
Source Serif Pro Light	Source Serif Pro Bold
<i>Source Serif Pro Light Italic</i>	<i>Source Serif Pro Bold Italic</i>
Source Serif Pro Regular	Source Serif Pro Black
<i>Source Serif Pro Italic</i>	<i>Source Serif Pro Black Italic</i>

ALDO THE APACHE

**A b c d e f g h i j k l m n
O p q r s t u v w x y z**

1 2 3 4 5 6 7 8 9 0

Official Accepted Logos

Full Color (Preferred)



Full Color, White Words



Two Color



Black (One Color)



White (One Color)



School Spirit Marks



Logo Background Colors

Full Color

The full-color logo is preferred and should be used whenever possible.

The best background color for the full-color logo is white.

The best background color for the white-letters logo is black.

If printing on colors other than white, gray or black, the brand must appear in one color, all black or all white depending on the background color.



Two Color

The two-color master brand logo does not include a gray stroke and can be used on both white and gray backgrounds. Two-color versions are available for instances of printing limitations. When possible, the full-color version is preferred.



Black (One Color)

The black one-color logo should be used on light or soft color backgrounds, such as white, grey or gold.



White (One Color)

The white one-color logo can be used on black, gray and gold backgrounds.

All-white logo can also be reproduced in all gold as illustrated below.



Remember, the interior of the KS monogram must always be lighter than the first outer stroke.



Unacceptable Variations

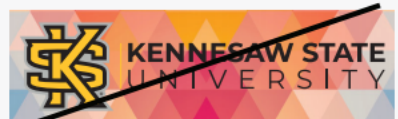
Maintaining the integrity of the university's logos is important. Marks must be presented in a clear, consistent and effective manner. Permission to use any of the official marks must be secured from KSU Club Esports. The following guidelines are applicable at all times:

Logo Do's & Don'ts

Common Mistakes

Illustrating incorrect applications of the logo can be a great educational tool for protecting the logo's integrity and ensuring legibility.

- Do not disassemble logo.
- Do not alter the orientation of the logo.
- Do not turn to grayscale. Instead, use black or white logo appropriately. The interior of the KS monogram must be lighter than the first outer stroke.
- Do not add drop shadow or stroke.
- Do not place over busy backgrounds.
- Do not stretch or shrink, horizontally or vertically.
- Use full-color logo whenever possible
- Do not alter the opacity, watermarking or shading.
- Do not change typefaces.
- The logo is not permitted inside a white box.
- The KS monogram without university identity lockup is prohibited, except for athletics use.
- The exterior stroke of the KS is PMS 421 gray. Do not use a white outer stroke.



Original artwork may be requested from KSU Club Esports at esports@kennesaw.edu.

Additional Notes

- “K” is not an accepted version for a logo. Must be KSU.
- The KS monogram without the university identity lockup is prohibited, except for Athletics use.
- Old Athletic logos or mountain logos must begin a phase out process. When inventory levels reach a period for an update, the uniforms will have to be phased out.
- If an Athletic logo is used in marketing, promotions, apparel or equipment it is required to use “Club” in front of the esport.
- Banner in wordmark and full logo cannot be changed or altered.