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Big League Baseball Deployment Plan

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# **Game Overview**

All the action and excitement of the major leagues comes alive as each player manages his own BIG LEAGUE BASEBALL team in this challenging new game. Big-League Baseball is a single player local machine video game inspired by the classic 1967 Big-League Baseball board game by 3M.

# **Deployment Goals**

* **Manufacturing:**
  + Server storage
  + Optical disc production
* **Marketing:**
  + Release a website
  + Gaming conventions booths
  + Online advertising
* **Big-League Baseball Distribution:** 
  + Online download distribution (Steam Store)
  + Retail hard copy distribution
  + Licensing

# **Manufacturing**

The game code is transferred to a master compact disk. This disk will be used to mass produce thousands of copies needed.

# **Marketing**

Many forms of marketing can be implemented. We can create our own Big-League Baseball website and purchase marketing packages from other websites. The use of video game conferences can also help to boost our sales.

# **Distribution**

To get Big-League Baseball up and ready for distribution via Steam there are few steps.   
Sign the Steam digital paperwork and pay the app deposit fee with any supported Steam payment method. Complete the paperwork with bank and tax information, as well as identity verification. Next, access Steamworks and begin preparing Big-League Baseball for release. We’ll need to build a store page, upload the builds, configure any Steamworks features, and enter our pricing. There is a brief review process which takes between 1-5 days to run the game, look at the store page, check that it is configured correctly and running as expected.

# **Manufacturing Costs**

* Servers $100 per month, 5 serves, $6000 for total servers one year.
* CD Rom $1 - $3 per disk

# **Marketing Costs**

* Web hosting $9.96/mo with 1 year term
* Domain name $1.00/yr
* EGX Rezzed 2014, 10 x 10 convention booth $800 per day
* TGS 2017 10 x 10 convention booth $1030 per day, furnished
* GDC 2017 10 x 10 convention booth $1660 per day
  + Pre-cut carpet: 10ft x 10ft $191
  + Plastic chair $60
  + Table: 24" x 36" $84
  + Counter: 4ft $96
  + 65" Flatscreen monitor $1500
* Marketing Manager Salaries $83K - $117K Base Pay
* Sales Salary $50K - $100K Base Pay + Bonus

# **Distribution Costs**

* Steam Store Product Submission Fee $100

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# **References**

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## Steamworks Distribution Program

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