

# Special Events Funding Request 2021-2022

**Jonathan Jackson** - Thu, Oct 14, 2021 10:22 PM

RUSA Allocations Board

## General Information

### Organization Name

Rutgers Esports

### SABO Account Number

1716

### Mission of Organization(from your group's constitution)

The purpose of Rutgers Esports is the development, support, and unification of the esports and gaming community at Rutgers University by providing an environment for members to discuss, socialize, compete, train, and pursue their passion for esports and video games.

### Name of Contact Person

Jonathan Jackson

### Position in Organization

Treasurer

### Contact email(must be checked daily)

jej112@scarletmail.rutgers.edu

### Organization Advisor

Other

### Current Generated Revenue of Organization

\$1,832.91

### Special Event Name

Scarlet Classic VII

Please provide a detailed explanation of your event's purpose and how it connects with your organization's mission, along with the history of the event.

The Scarlet Classic VII will take place over two days within the RAC. The following games will have online qualifiers with Grand Finals at the event: Valorant, Dota, League of Legends, Overwatch, Rocket League, and Rainbow Six Siege. The remaining games will run the entirety of their tournaments at the event: Hearthstone, Pokemon, Smash Ultimate, Smash Melee. All product goes towards giveaways or tournament prizing. Admission to the venue is free with registration at the door for attendance and demographics. Valorant, Dota, League of Legends, and Overwatch will play Grand Finals on the Main Stage in front of a spectator audience. Melee and Smash Ultimate will play their tournaments on a secondary stage in front of a spectator audience. This

is an event held every year for Rutgers Esports as a showcase/celebration of the school's many competitive Esports teams. Spectators and participants alike come to watch Rutgers compete with other universities for a sense of pride in the school. This connects with Rutgers Esports' goal of becoming the preeminent Esports organization on the East coast as it allows the organization to display its breadth of committed members and supporters. Previously, Scarlet Classic has culminated in spirited matches against rival schools such as TCNJ, Penn State, and more, which have drawn crowds to watch and support their peers. This year's Scarlet Classic looks to bring students together in person once more to recreate this exciting atmosphere. Estimated Attendance: 950

If you would like to attach any additional materials related to your event (i.e. pictures, flyers, presentations, etc.) that will assist the Allocations Board in understanding your event, please attach them here.

 [DOWNLOAD FILE](#)

## Historical Information

Academic Year(the most recent academic year your event was held)

2019

Attendance (RU Students)

750

Attendance (Non-RU Guests)

200

Location

Rutgers Athletic Center

Advertising

400

Room Rental/Equipment

15000

Entertainment

0

Honorarium

6700

Cultural Food

0

Food

800

Supplies/Materials

8000

Security (NOTE: this is funded from a separate pool of money but is useful for our planning purposes)

7500

Costumes/Props

0

Other

300

TOTAL COST (excluding security)

31,200

Advertising

Social media boosting, Banners

Room Rental/Equipment

RAC rental, OIT equipment

Honorarium

Electricians, LMM (Tournament organizers for Smash Bros tournament)

Food

Food for eboard/volunteers, food for competitors

Supplies/Materials

Cameras, computers, greenscreen, lanyards

Other

Decorations, walkie talkies, cables

If you have any files relevant to the performance of your Special Event either last year or years before, please attach them here. The more information we have about the history of your program, the more accurately we can fund your program.

n/a

## Current Budget

Expected Attendance (RU Students)

1000

Expected Attendance (Non-RU Guests)

250

Please provide a justification for your expected attendance(include as much historical data as possible).

Attendance for Scarlet Classic has increased year to year, and with the creation of the Esports Center on Busch, the gaming community at Rutgers has only grown further. We would like to spend much more on advertising this year to hopefully bring together all people in the Rutgers community, whether they play games or not. One of our plans is to advertise in The Yard to get many more eyes than just our previous social media advertisements.

Date of Event

April 23

Location of Event

Rutgers Athletic Center

Admission Charge for RU Student

0

Admission Charge for Non-RU Guest

0

Co-Sponsorships (any groups that are giving money or otherwise assisting in putting on the event)

None

Amount Fundraised

0

Room Rental/Equipment

16,000

Entertainment

0

Honorarium

8,000

Cultural Food

0

Food

1,500

Supplies/Materials

13,000

Security

8,000

Costumes/Props

0

Other

1500

Total Cost (excluding security)

40,000

Room Rental/Equipment

This is to account for any changes in cost for renting the RAC

Entertainment

No need for entertainment

Honorarium

Will need money for electricians/tournament organizers again, will be running more tournaments this year and would like to achieve higher production quality than before

Cultural Food

No need for cultural food

Food

We will need to accommodate more attendees this year

Supplies/Materials

Need camera equipment, gaming peripherals, monitors, streaming equipment, green screen, lanyards with QR codes

## Security

To account for any changes in costs for RU security

## Costumes/Props

No need for costumes

## Other

There was no advertising tab, for which we would like 1,000, and we need the rest to account for cable/LAN equipment

If you have any spreadsheets or other financial information that you feel further clarifies the funding requirements for your event please include them here.

n/a

## Final Questions

What distinguishes this event from other events on campus and other events you hold during the semester?

This is the event that Rutgers gamers look forward to every year, since it brings together players and spectators alike, and shows off the pride of Rutgers Esports - our most talented players in matches against rival schools. We are truly looking to bring competitive esports to the forefront of Rutgers culture this year, and Scarlet Classic is the event to do it.

How do you keep track of attendance?(we suggest that organizations on campus use Rutgers Event Pass, especially for Special Events as it helps us provide more accurate funding. If your event is going to be remote you may use other means of attendance taking).

At the event entrance we had been having everyone fill out a Google Form before they could enter

Is there any additional information you can provide to further inform the Allocations Board about the function and importance of your event that has not been included earlier?

We believe that this year is our best opportunity to make an impact on Rutgers' culture by making the Scarlet Classic a massive event. The more funding that we have, the more successful the event can be, and the more we can reach audiences that might not have seen our advertisements before, to bring the community together.

## Discussion

J Jonathan Bellinghausen

Write a message

 [Add an Attachment](#)

CANCEL

POST

# Reviewers



*There are no reviewers on this submission.*