

NQL

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Overview



History



NQL



Teams



Income



Sponsors



The Game



Problems

History of Quidditch



First recorded game in Queerditch Marsh in the year 1050



Snitch introduced in 1269



The snitch introduced a new position called the seeker



World cup started in 1473 (every four years)



Official rules published in 1750



Layout finalized in 1883

National Quidditch League

- ▶ Founded in 1965; 55 years ago
- ▶ First season was 1965-66
- ▶ Reside over United States
- ▶ 8 fully sponsored teams



Managed Teams

- ▶ **Atlanta Griffins** (Atlanta, Georgia) 1976-present
- ▶ **Tennessee Gorgons** (Nashville, Tennessee) 1967-present
- ▶ **New York Warlocks** (New York City, New York) 1966-present
- ▶ **LA Beaters** (Los Angeles, California) 1967-present
- ▶ **Seattle Stags** (Seattle, Washington) 1966-present
- ▶ **Miami Merpeople** (Miami, Florida) 1965-present
- ▶ **Chicago Quaffles** (Chicago, Illinois) 1965-present
- ▶ **Houston Keepers** (Houston, Texas) 1965-present



Income

- ▶ Unincorporated nonprofit association
 - ▶ Distributes profits evenly amongst teams
 - ▶ Exempt from federal tax
- ▶ Revenue
 - ▶ Licensing deals
 - ▶ Ticket sales
 - ▶ Merchandising
- ▶ 2019: NQL made 60 million USD



Current Team Sponsors

- ▶ Tennessee Gorgons - Godric Gryffindor Sports Association
- ▶ New York Warlocks - ButterBeer Inc.
- ▶ LA Beaters - Bojangles'
- ▶ Seattle Stags - Chick-fil-A
- ▶ Miami Merpeople - Wands-A-Billion
- ▶ Chicago Quaffles - Ford Motor Company
- ▶ Houston Keepers - The Home Depot
- ▶ Atlanta Griffins - The Coca Cola Company

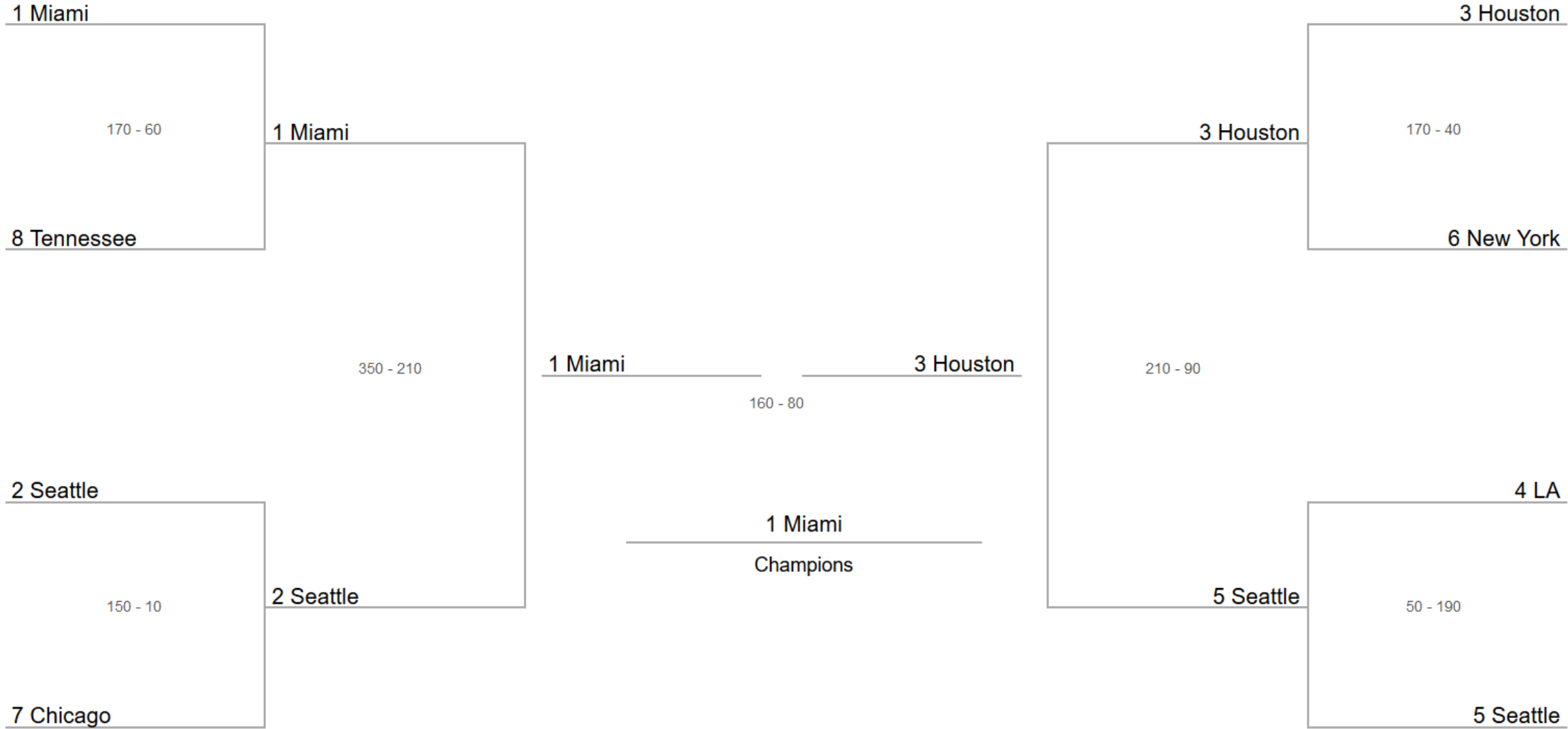


The Season and Game

- ▶ Round-robin season
- ▶ Season ends with a bracket-style tournament
- ▶ Quidditch is played on broomsticks
- ▶ Games end when the snitch is caught (150 points)
- ▶ The team with the most points wins



NQL 2019 Season Bracket



Problems Overview



Scheduling



Finances

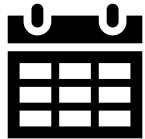


Employees



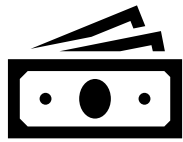
Organization

Scheduling



- ▶ Scheduling when and where teams play
- ▶ Struggle with location for games
- ▶ Communicating the sponsors meeting
- ▶ Figuring out when we need to be with which team at a certain time

Finances



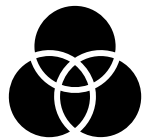
- ▶ Create marketing strategies for advertising
- ▶ Acquiring adequate sponsorship
- ▶ Acquiring merchandising deals
- ▶ Financing office space

Employees



- ▶ Only three employees and one intern
- ▶ Needed to manage the teams and the league
- ▶ Create a head of marketing position

Organizing Data



- ▶ Problems with the ranking system based on wins and losses
- ▶ Our system is not up to date
- ▶ To solve our problem we'll create a public database including:
 - ▶ Team names, cities/stadium location, coaches, players, sponsors, rank(wins/losses), salary, age, start year in league, position, previous winners, top players in the league

Takeaway



- ▶ The NQL has been successful by running as efficiently as possible but would benefit from some organizational help.