

# Sponsor & Partner Packet

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## San Diego Chess League

*Building school success through chess.*



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# What do we do?

*"Our mission is to build a thriving chess community accessible to all San Diego youth. We believe chess is a fun, productive activity that can help students succeed in school and in life."*

*– SD Chess League*



*2017 Nationals (image from [WSCE](#))*

We are creating a one-of-a-kind high school chess league in San Diego, unlike any other in the U.S. or world. We intend to offer fully-subsidized participation for six high schools in the downtown San Diego area, including equipment, travel, tournament entry fees, prizes for individual and team performance, and a fully-paid trip to nationals for the winning team. The 2018-2019 academic year will be our pilot season, with future seasons expanding to include students of all ages.

Our approach is holistic; we view chess not only as a competitive sport (recognized in 1999 by the International Olympic Committee), but more importantly as a vehicle for academic, personal, and career success.

- **Academically**, the benefits of chess are well known. Programs like [Chess In The Schools](#) have found remarkable success in New Jersey and New York. Since 2011, Armenia has required chess instruction as part of the public school curriculum. Some supporting literature includes this [Kasparov Chess Foundation research report](#) and this awesome [recent study](#) from Denmark. A [Google search](#) on the academic benefits of chess yields overwhelming positive support. Chess helps students with their focus, work ethic, critical thinking, self-control, study habits, and a number of other traits that are essential for students in today's education system.
- **Personally**, chess promotes healthy habits and a balanced lifestyle. Importantly, the game is accessible to all, regardless of age, gender, disabilities, language barriers, or any other background challenges. Therefore, once students learn chess, it is a hobby that remains with them for life. As one of the most popular games on the planet, whenever they visit a new country, city, or culture, students can connect with people through chess. Furthermore, many of the skills chess develops—patience, forethought, sportsmanship, self-accountability—can be applied everywhere outside the classroom as well. Finally, scholastic chess is played in a co-ed team setting, so all the social benefits of team sports are included as well.
- **Career-wise**, chess is one of the most compelling extracurriculars to list on a resume. Significant accomplishment is not required, but simply being exposed to the mathematical logic of the game is helpful in quantitative and STEM careers. And let's not forget that significant creativity is involved at the chessboard; Marcel Duchamp famously stated that "while all artists are not chess players, all chess players are artists."

As the pilot season progresses, we will refine the identity of the San Diego Chess League and cohere around a set of core values. We will engage the greater student and school community in this process, for instance by holding a design competition for the official San Diego Chess League logo and team apparel. We will not only espouse the values of chess, but also actively work to instill them in the students. We will hold instructors and coaches responsible for their key leadership and

mentorship positions, and we will have all student participants submit reflections on their experiences and growth over the course of the season.

Once funding is secured and a group of schools assembled to participate, we can plan additional engagement initiatives and programs, for example a “play your parents” challenge. We welcome suggestions from our partners and sponsors as we work to shape the San Diego Chess League together.

## Timeline

| Event  | Date               | Description   |
|--|--------------------|---|
| Funding secured.   | Sept 28, 2018      | Deadline. Sponsor contracts signed and checks received. Budget finalized.   |
| Pilot participants secured.                                    | Oct 26, 2018       | Deadline. Schools committed to participate in inaugural season. Equipment and paperwork in progress to be ready by start of season.   |
| Logo design contest.   | Nov 5-30, 2018     | Competition among students at participating schools to design an official logo and team apparel for the San Diego Chess League. Shirts will include player name, number, sponsor logos, school, logo, etc. Shirts may be sold by teams to non-players as additional fundraiser. |
| League details finalized.                                      | Dec 21, 2018       | Deadline. Match schedule, venues, format, etc. Equipment distributed and club meetings started. Permission slips and all other school documentation squared away.   |
| Season kickoff.  | Jan 14-18, 2019    | Estimated week to start official season.  |
| Match 1.   | Jan 22-25, 2019    | Estimated week of first round-robin match.  |
| Match 2.   | Jan 29-Feb 1, 2019 | Estimated week of second RR match.  |
| Match 3.   | Feb 4-8, 2019      | Estimated week of third RR match.   |
| Match 4.   | Feb 11-15, 2019    | Estimated week of fourth RR match.  |
| Match 5.   | Feb 19-22, 2019    | Estimated week of fifth RR match.   |
| San Diego Championships and Inaugural Season Closing Ceremony. | Feb 25-Mar 1, 2019 | City championship tournament combined with season results will give final standings. Followed by award ceremony and reception for the season.   |

|                      |                 |  |
|----------------------|-----------------|--|
| State Championships. | Mar 9-10, 2019  | CalChess scholastic championship in San Jose (optional).                                 |
| Nationals.           | Mar 15-17, 2019 | U.S. Chess Federation National High School Championships (K-12) in Schaumburg, Illinois. |

## Who are we?

Andy Trattner is the founding director of the San Diego Chess League. Mr. Trattner fell in love with chess during high school, and he credits much of his academic and career success to the game. He was fortunate to have a strong chess ecosystem in his community growing up, and he is very excited for the opportunity to create an even better experience for the next generation here in San Diego.



*In his element, playing chess and addressing a crowd of students.*

Mr. Trattner holds a bachelor's degree in mathematics with computer science from MIT (course 18c), where he created and led the [Tech Chess club](#) with International Master Alexander Katz, National Master Richard Yi, and other chess enthusiasts. His youth belies his work experience, including entry-level as well as leadership positions in aerospace engineering, academia, government, retail, social media, venture capital, and the nonprofit sector. Mr. Trattner is currently the data metrics officer at [e3 Civic High](#). He is recognized by the U.S. Chess Federation as an expert-level player.

## Why should you help?

San Diego has an incredible chess scene. "[America's Finest Chess Club](#)" is located in Balboa park, hosting a weekly tournament for the last 15 years. There are numerous chess coaches and academies in the area. The public library downtown hosts casual play every Friday. Visiting any of these hotspots makes it immediately clear that chess thrives here among parentally-motivated youngsters as well as college students and older professionals or retirees. There are plentiful resources to take advantage of, if one has the desire and means.

However, a critical age gap exists—high school students are left out. They are not exposed to chess due to a lack of public scholastic programs in the area. During their formative high school years, students may join their peers in extracurriculars such as drama, band, robotics, debate, and athletics, but chess is simply not an option. In districts like San Diego Unified, with many students of color and a majority on free/reduced lunch programs, provided extracurriculars and activities may not be accessible or desirable for a number of reasons.

We have a tremendous opportunity to positively impact the current generation of San Diego youth as well as many future generations to come, through a San Diego Chess League. Chess is the perfect activity to complement all students' academic journeys and foster their success. Because we are starting from scratch with a clear, ambitious vision and highly capable team, the San Diego Chess League is well-positioned to grow into a prominent and lasting institution bringing positive energy to the region's school systems and community at large.

All we need is a little support from partners and sponsors like you.

## How can you help?

Our most pressing need is funding. We would like to offer each student competitor a fully-immersive chess experience, including membership to the U.S. Chess Federation and opportunities for tournament play against adult competitors. We also would like to provide schools with travel stipends and adequate equipment to run a smooth inaugural season and set the stage for a successful league going forward into the future.



Industry sponsors and partners will be highly important members of the San Diego Chess League community. We look forward to working with committed folks who bring enthusiasm and fresh collaborative ideas to the table, in addition to financial resources. You can help our students understand the importance of critical thinking and other chess values in the real world.

Second to funding, we are generally seeking support and involvement from the San Diego community at large. If you or your organization can help provide an event venue, human capital, or other resources (see budget), we would love to hear from you. If you personally want to be involved, or if you want to connect us with other folks in your circles, please by all means do so. We are very excited to build meaningful, lasting relationships with you as we grow our organization and impact.

Please read on for our projected budget, sponsor tiers, and next steps.

## Projected Budget

We will operate as a nonprofit and wherever possible seek to cut costs. For example, travel stipends will be given on a reimbursement basis, partnerships and discounts with vendors will be attempted to the fullest extent possible, and extra funding will be held in reserve to support the following year's season. Equipment will belong to the school when appropriate, to defray infrastructure costs in future years.

**SD Chess League 2018-2019 TOTAL Projected Budget: \$33,299.42**

Per Student: \$453.34

| Item              | Cost                           | Description   |
|-------------------|--------------------------------|---|
| Chess set and bag | 34.99 ( <a href="#">link</a> ) | Best value tournament set: carrying bag, pieces, and roll-up vinyl board.   |
| Chess clock       | 39.35 ( <a href="#">link</a> ) | DGT is the official chess clock used by FIDE, the international chess federation.   |
| USCF Membership   | 26.00 ( <a href="#">link</a> ) | Young adult regular membership, allowing students to participate in rated tournaments anywhere in the United States for one full calendar year. |
| SCCF Membership   | 13.00 ( <a href="#">link</a> ) | Youth membership to Southern California Chess Federation, allowing students to  |

|  |                                |  |
|--|--------------------------------|--|
|  |                                | participate in rated tournaments in Southern California for one full calendar year.  |
| Local tournament entry fees                                  | 75.00 ( <a href="#">link</a> ) | Three \$25 entries to the weekly Saturday Gambito hosted by the San Diego Chess Club.  |
| Travel and food stipend for local tournaments                | 90.00                          | Ten dollars for travel in each direction to and from the tournament, ten dollars for lunch, times three tournaments.                 |
| Custom team jersey   | 35.00                          | Estimated wholesale cost for custom-designed jersey including team/school name, league logo, sponsor decals, player name and number. |
| Travel stipend for league kickoff, matches, and championship | 140.00                         | Seven events, ten dollars each way.  |

Per School: \$3416.70

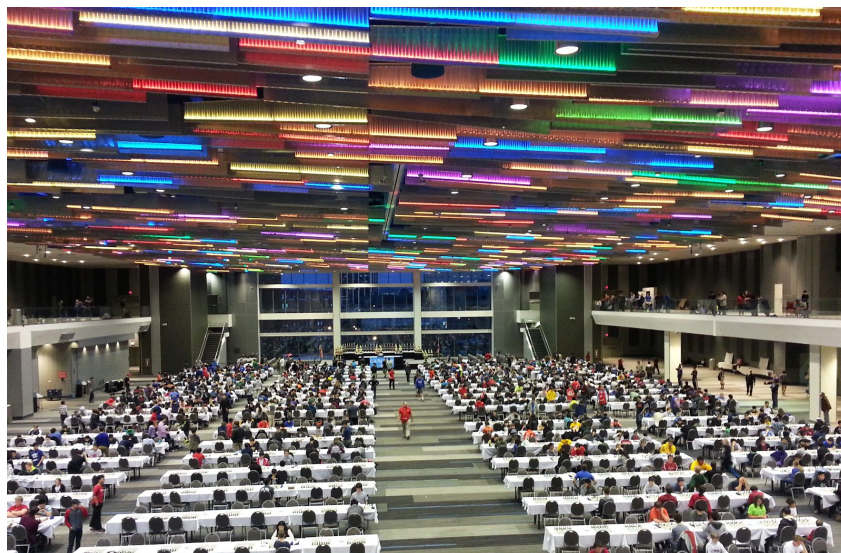
| Item           | Cost    | Description   |
|----------------|---------|---|
| Team           | 2266.70 | Five students per team  |
| Master lessons | 150.00  | Three hour-long visits by a local chess master to perform lectures, simultaneous exhibitions, etc.  |
| Teacher        | 750.00  | Travel stipend and small bonus for teacher supervisor's time and efforts over the three-month season. Estimated 60-80 hours of volunteer labor for a school club meeting twice weekly in addition to matches and events.                                    |
| Discretionary  | 250.00  | Extra funding for school program, to be augmented by each team's fundraising efforts. Examples: 5 orders of pizza + soda after matches, seed funding for a bigger fundraising initiative, or perhaps an initial purchase of books for school chess library. |

SD Chess League: \$33299.42

| Item                                      | Cost     | Description   |
|---|----------|---|
| Six high schools                          | 20500.20 | Pilot schools, per above breakdown  |
| Venue for Kickoff and League Championship | 500.00   | Conservative estimate, likely able to get free space at a participating school. |



|                   |                                 |   |
|-------------------|---------------------------------|---|
| League awards     | 660.00 ( <a href="#">link</a> ) | Estimated \$100 for winning school trophy, plus second and third at \$60 and \$50. Approximately \$30 for each of 5 individual boards, for first, second, and third, either plaque or trophy. Alternatively, could pay small cash prizes or future memberships / entry fees for tournaments or personal chess sets. |
| Trip to nationals | 7500.00                         | Estimated \$400/flight x 8 (team, parent, teacher, director) + \$160/room x 4 nights x 6 rooms + \$200 entry fee + \$300 rental car + snacks and celebratory final dinner (not including other meals) = 8k conservatively.  |
| Logo design prize | 100.00                          | For SD Chess League official logo and t-shirt design competition among students.  |
| Website           | 12.00                           | Cost for domain name 1 year. Using Google Domains hosted (free) on Github pages, with free SSL by Cloudflare.   |
| League Director   | 1000.00                         | Travel stipend and small bonus for director's time and efforts. Estimated 100+ hours of volunteer labor throughout year, especially during inaugural season setting up league infrastructure and relationships.   |
| 10% Buffer        | 3027.22                         | Inaugural season has inherent uncertainty. This should be more than sufficient to cover additional costs.   |



2015 Nationals, Columbus Ohio from Champion Akshat Chandra's [blog](#).

## Sponsor Tiers

We are excited to offer tiered sponsorship packages to encourage participation from organizations of all sizes. As mentioned in the “how you can help” section, we are looking for highly committed and collaborative sponsors. Therefore, we will work with you to negotiate a win-win agreement...the tiers do not have to limit our relationship.

At the Amateur level, sponsors will support one and a half schools' participation in the San Diego Chess League. Expert level sponsors will support three full schools. Master level sponsors will support nearly all six schools' participation in the League. And a single Grandmaster sponsor will cover the entirety of the League's startup costs this year, including a potentially life-changing trip to the U.S. K-12 National Championship for the League's winning team.

| Tier                          | Amateur   | Expert  | Master  | Grandmaster   |
|-------------------------------|---|---|---|---|
| Amount                        | \$5000  | \$10,000  | \$20,000  | \$35,000+   |
| Logo (website, t-shirt, etc.) |  |  |  |  |
| Branded swag distribution     |  |  |  |  |
| Send rep to events            |   |  |  |  |
| Kickoff Speech                |   |  |  |  |
| Season Closing Keynote        |   |   |  |  |
| Host SD Championships         |   |   |   |  |
| Naming rights for League      |   |   |   |  |

## Next Steps

Please send an email to [director@sdchessleague.org](mailto:director@sdchessleague.org) describing your interest in collaborating. We will draft a contract outlining the scope of our partnership, then work with you to ensure our objectives are aligned and the terms are clear and mutually agreeable. If you do not hear back within two business days, feel free to call our director's cell phone: 262-204-7212. Thank you for your consideration, and we look forward to speaking further!



2017 Nationals (image from [WSCF](http://www.wscf.org))

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