

## E-Sports Philanthropy Events

Hosting your Alpha Phi, Hoops for Heart, or other athletic event can easily be converted to a virtual event with the right e-sports platform. Here are best practices for executing a successful virtual e-sports philanthropy event!

### PRE-EVENT CONSIDERATIONS

- Explore platforms that allow you to host your e-sports event. There are lots of options out there. With the help of your advisors, select one that fits the needs of your particular e-sport! See *Risk Reduction and Safety* section for tips to safely search and select a third-party websites to use.
- Review the gaming system and game requirements of the gaming platform and communicate it to potential participants. E.g PlayStation, Xbox, etc.
- Plan your event for a date and time that will allow participants to play for extended amounts of time, depending on how far players can advance in the tournament.
- Familiarize yourself and your team with the third-party platform. Ask a representative for a demo or any free training. You should be able to train, instruct, and troubleshoot on your own before, after, and during your event.
- Decide on the participation fee. Are participants required to make a donation or buy a ticket? Communicate this to potential players.
- Before publicizing your event, [create a GiveSmart page to collect donations and/or sell tickets](#). We recommend you manage donations and tickets through GiveSmart over other options.
- Invite campus Greek Life, as well as other student

Need event-planning assistance or have questions about Alpha Phi Foundation? [Email us today >>](#)

### A QUICK REMINDER

*This resource is not exhaustive and is intended to give you a good starting point for your e-sports event.*

*Alpha Phi Foundation and Alpha Phi International Fraternity do NOT endorse or sponsor any particular platform. We only provide recommendations and support chapters' efforts using their chosen platform.*

*Remember to find a third-party vendor that meets the needs of your specific event, and follows the policies and procedures set forth by Alpha Phi International Fraternity to ensure the event is safe and risk-free.*

*If you would like to learn more about a platform, please contact the company directly.*

## *E-Sports Philanthropy Events*

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organizations at least one month in advance to allow participants to sign up, make plans, and gather a team.

- Ensure all players have paid their participation or entry fee prior to participation.
- Generate your bracket the day before or the day-of the event. If participants back out day-of or join last-minute, this minimizes how often you may need to adjust the bracket.
- Have sisters share the GiveSmart page to promote the event and raise additional funds.

### **DURING**

- Be available throughout the day to monitor your progress. Assign your sisters shifts to help you watch the games and oversee the event. You shouldn't be alone in running the virtual event!
- Communicate often with the participants to provide updates, troubleshoot issues, and offer support, if needed.

Pro Tip: Train your sisters on how to run the event and have them serve as coaches or Alpha Phi contact for small groups of participants.

- Update the bracket frequently and communicate the updates often.
- Live-stream parts or all of the game play to allow non-player guests to watch and be a part of the fun. Recording the games and uploading to your chapter YouTube channel is also an option.
- Use chapter social media throughout the day to drum up excitement, rally your audience, and promote your event and your cause.

### **AFTER**

- Notify the winner(s) of the event and communicate them.
- Thank everyone for their participation and support. GiveSmart's Communications Feature allows for easy texts and emails to participants and donors.
- [Close your GiveSmart even and request disbursement from Alpha Phi Foundation.](#) This process sends ticket revenue to your chapter Billhighway account and donations directly to Alpha Phi Foundation.

## *Risk Reduction and Safety in E-Sports Events*

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### **Safety and Security**

Members' safety needs to be the first thing on our minds when planning an event. Here are a few safety and security considerations when planning a virtual event:

- Participant expectations should be outlined at the outset of the virtual event. By sharing guidelines, this allows for all participants to be held to the same standard of conduct. These expectations should also be communicated in writing during the registration process.
- Recording your event is a great way to be able to share the virtual experience outside of the live stream. Ensure that you notify participants at registration that the event will be recorded. Remind participants again at the opening of the event and clearly communicate where the event recording will be saved and shared.
- Be aware of the Terms of Use outlined in online platforms as they are often more intricate than a standard contract. Privacy is an inherent concern in online gaming as sometimes access to the computer microphone and/or video camera is required or requested. Some companies sell relevant information they've collected about a participant to advertisers and others collect data for their own purposes. Being upfront to your participants about privacy during their virtual experience is essential.

PRO TIP: When online gaming, make sure the Terms of Use Agreement with the vendor is reviewed by our insurance partner, Holmes Murphy, prior to committing to any one platform.

- Many institutions and/or states/provinces have gaming and/or gambling restrictions and may even prohibit certain activities. Because a virtual event is considered a chapter event, the chapter would be held to these same restrictions and associated policies. It is critical that these policies are reviewed prior to planning to ensure that the type of event that you want to host is feasible.

### **Holmes Murphy Insurance**

All contracts, prior to signing, should also be reviewed by Alpha Phi's insurance provider, Holmes Murphy. Holmes Murphy reviews documents for equitable language and provides feedback that you can go back to the vendor to request changes, if needed.

When you receive an agreement or contract it's a simple process to have our partners review. Email [holmesmurphy@alphaphi.org](mailto:holmesmurphy@alphaphi.org) your name, phone number, chapter name, and contract along with any deadline and request a contract review.

### **Event Agreements: Vendor, Contracts and Terms of Use**

Agreements related to virtual events are often unique and may differ greatly from a traditional in person event. As a part of planning your event, agreements could be in the form of a vendor agreement, a traditional contract and/or a Terms of Use agreement. Please do NOT sign any document or make a commitment through the creation of a chapter account without advisor review. The Chapter President is the only officer that should be signing contracts and agreements.

When planning a virtual event, many times a Terms of Use agreement would be utilized instead of a contract. Terms of Use or Terms of Service are legal agreements between a service provider and a

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person(s) who wants to utilize that service. The signer must agree to abide by the outlined Terms of Service in order to use the offered service. We highly recommend all Terms of Use agreements be shared for review with our insurance partner, Holmes Murphy, prior to signing or creating a chapter account.

### **Tax Implications**

Digital experiences can be taxed just as in person services. Many states/provinces are beginning to broaden the sales tax base in order to generate revenue and the technology arena is highly sought after. In a virtual experience, when paid ticketing or registration is involved and there is a monetary exchange, be aware of who pays the tax.

### **Copyright**

Copyright refers to the legal right of the owner of intellectual property. When planning a virtual sporting event, ensure that you are providing the copyright information and giving credit where credit is due. Exploiting the copyright of a company may result in legal action against the chapter or an individual.

### **Event Accessibility**

When hosting a virtual sporting event, there are many accessibility considerations that must be considered before the event goes live.

- When sending an invitation, ensure that all images and logos have image alt text.
- Ask participants of any accommodation needs during the registration process. Review each submission and have a plan set in place to accommodate.
- Ensure all documents are accessible by sharing visual presentations or content prior.
- Provide live captions during the event.
- Set expectations for any speakers during the event such as speaking clearly, using plain language, and describing visuals.
- Offer live support during the event. This could be in a chat feature.
- Save and offer transcripts from the event.
- Provide captions for the recording after the event.

### **Event Planning Guide (EPG)**

The Event Planning Guide (EPG) provides a framework of questions for conversation about planning all events, including virtual events. This guide should be an opportunity for advisors and officers to have detailed structured conversations about events that are planned by the chapter.

The goal of the EPG is to help the officer think critically about event planning. In addition to this Guide, please make sure that you also review and comply with the International and campus risk management policy as you plan an event, including submitting any required campus documentation within an appropriate timeline. The officer responsible for planning the event should complete the Event Planning Guide at least two weeks prior to the event so that the appropriate advisor has adequate time to review.

**Questions** on risk-related matters in the virtual sporting event experience? Please reach out to the Health, Wellness, and Accountability team at the Executive Office at [wellness@alphaphi.org](mailto:wellness@alphaphi.org).