



Swiss Baseball E-Sports League





Agenda

- Idea SBEL
- Objectives
- Logo
- Twitch Overlays (Integration Logos)
- Timing
- Next steps
- Contact

Idea SBEL 1/3

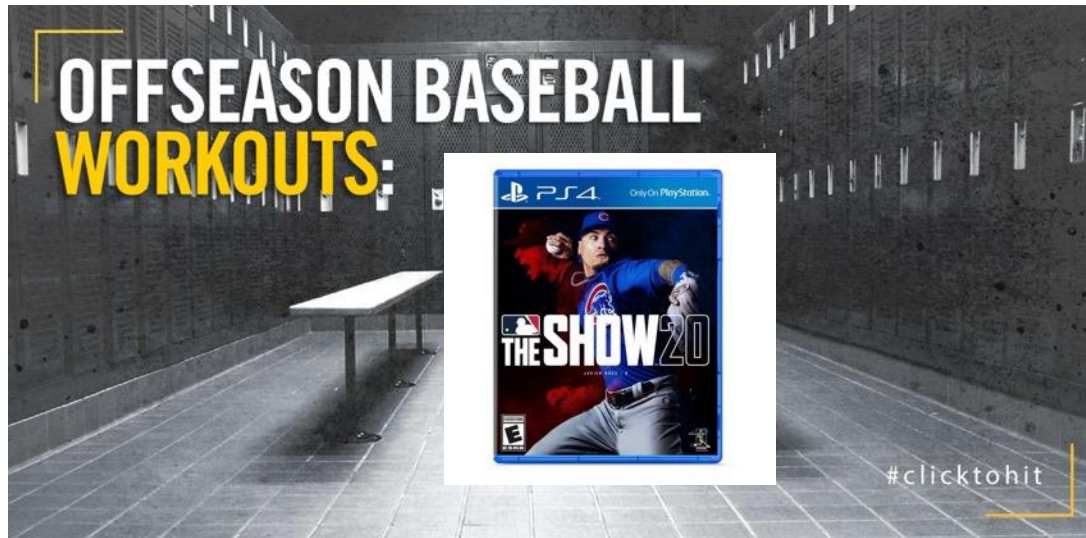


- A Swiss Baseball E-Sports League for all SBSF clubs (participants max. 34 years old)
- On top of that and as a target group extension, we plan a Swiss Baseball **Senior** League for former players of all SBSF clubs (over 35 years)*
- Each SBSF club provides an E-sports Player who represents his club in the SBEL. **Plus one more Senior for the Senior-League**

* The first association worldwide to provide a Senior League



Idea SBEL 2/3



- The first SBEL will take place in the off-season, from December/January to March 21
- To be played between 4-8 weeks, depending on the number of players
- After the group phase the playoffs start with a duration of 2-4 weeks (depending on the mode)



Idea SBEL 3/3



- Each team must play one game per week, the date is decided by the teams themselves
- MLB20-The Show is played on the PlayStation 4
- One/two games per week are streamed and cast live from SBEL via Twitch and YouTube (commented)
- The grand finale will then be played at a "real" place on the console - with spectators / fans (TBD)
- Virtual Homerun Derby at the Final Event (TBD)



Objectives

- All SBSF clubs provide a player for the SBEL
- As many SBSF clubs as possible provide a player for the Senior League
- Entry into the world of E-Sports for the SBSF and their clubs
- Reach a new audience that has never been in contact with baseball before (over Twitch and Youtube Live Stream)
- Acquiring new sponsors
- PR effect - First Mover in Baseball and in other sports like soccer there are no official federation E-Sports leagues yet (!)
- Content Creation in Offseason



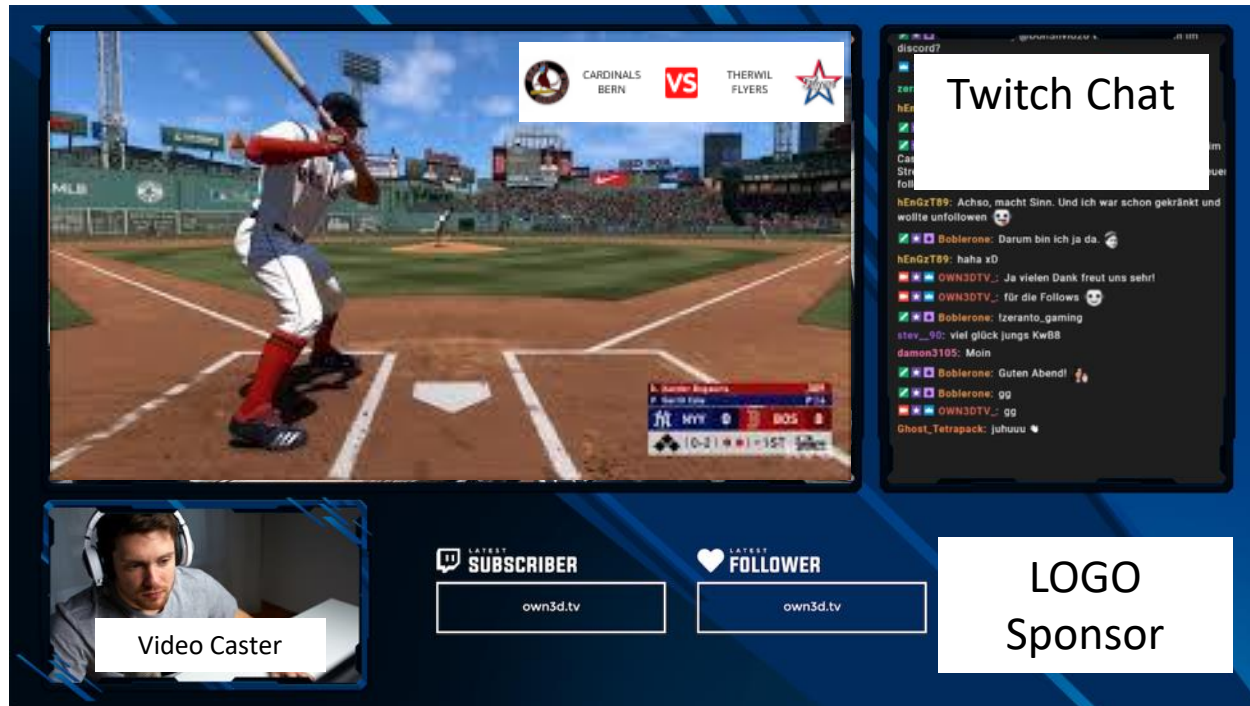
Logo



Alternative logo for small
landscape formats



Twitch Overlay & Studio



Overlay for Live Stream with SBSF Logo, Club Logos, Sponsor Logos, User Chat, Live picture Caster, etc.



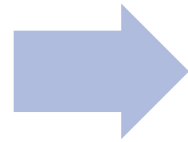
Streaming Studio Senior eSports in Zurich



Timing

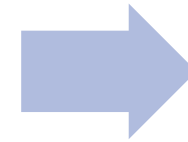
October / November
2020

- **Promotion about SBEL over owned media SBSF and Senior eSports** (Announcement, Players and search for Caster, PR)



December / January
21

- **Start Swiss Baseball E-Sports League**



February / March 21

- **Start Playoffs (Feb)**
- **Offline Finale (March)**
- **Virtual Homerun Derby (March)**



Next steps for Clubs

- SBSF will publish the news about the SBEL on the "owned" channels (social media and website)
- Contact Livio Bundi if you are interested in participating in the SBEL
- Start with the search for players for the SBEL
- Do not forget Seniors (e.g. former players)
- Reporting the players to Livio Bundi
- Tip: You can also search the players outside of the club – as a new E-Sports Club Member?



Contact



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PLAY BALL!