



**NZ ESPORTS**

# **NZ Esports Community Fund Guidelines**

Updated 23rd of January 2023

# PURPOSE

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We announced our \$10,000 grant at the start of 2023 to help support New Zealand's esports community. The fund will be distributed to those we believe best fit the purpose and goal of improving and growing esports in New Zealand. We want this fund to be an important part of encouraging New Zealand participation in esports across the domestic scene. The fund is supported by a percentage of all membership annual fees, with the NZ Esports board contributing \$10,000 to get things started. We aim to fund initiatives that align with our requirements and three-year strategic plan.

## WHAT WE LOOK FOR

While you are free to apply for any purpose, below are a few key things we look for when identifying a successful application.

1. We want to make the best use of our resources. This essentially means that the higher the output to funding ratio, the greater the impact we can have on esports and people in New Zealand.
2. Initiatives that do not rely solely on NZ Esports funding, ideally initiatives with additional financial backing.
3. We require specifics such as how much you intend to spend, how much you require, and how it will be spent. The more information you provide, the better we will understand your initiative.
4. Applications that are consistent with our strategic values or contribute to an ongoing project.
5. Applications that consider our special interest groups and their needs (for example, Community, Education, Women, Mori, Inclusivity, and Players).
6. Esports initiatives that emphasize or promote a competitive element.
7. A maximum of \$1,000 per application.

## WHAT WE DON'T FUND

The following items are ineligible to receive funding and will most likely end in an unsuccessful application.

1. We will not fund any initiative with a prize pool, regardless of its size.
2. We will not fund any commercial initiatives that will provide services to generate capital.
3. Pay for any travel or equipment expenses.
4. Applications that aim to benefit a single person.
5. Anything aimed at advancing the activities of professional esports players or teams.
6. Gaming-only initiatives with no emphasis on Esports.

# Frequently Asked Questions

## **WHAT ARE SOME EXAMPLES OF A SUCCESSFUL APPLICATION?**

As the fund has just been launched, we will update this question with real-world successful applicants as they come through. Some hypothetical examples may be:

1. An individual who wants to start an Esports Casting Workshop for students aged 15-18 in Tauranga. They have casting experience and curriculum, but need to run a pilot event. A local venue has quoted them \$400 for a day hire, and they are requesting support for this amount.
2. An esports group in Taranaki wants to run a parents information evening at a local school, to educate parents on the benefits of esports, they have 30 parents RSVP'd. The group needs \$700 to run the event, including marketing, snacks and venue hire. They are contributing \$200 and need the remaining \$500 funded by NZ Esports.
3. A group in Christchurch want to run four Women in Esports days over 12 weeks, to raise awareness and help women in esports network in Christchurch. They will run the event at the local town hall but need to hire tables, get a pull-up banner made and have other costs totalling over \$2,000. They apply for \$1,000 towards covering costs.

## **WHY IS A COMMUNITY MEMBERSHIP REQUIRED?**

The NZ Esports Community Fund is **not a public fund** and was created with the intention of supporting and investing in the growth of our members who are grinding and working to uplift their communities. The Community Membership requirement is one of the ways we ensure that the funds are being distributed to dedicated and invested members of the community.

However, if you are a supporter of NZ Esports and think your initiative satisfies all our criteria but you do not have an active Community Membership, write us directly with your idea and we can consider exceptions.

**It is important to note, that being a Community Member does not guarantee your application will be successful, and we do not recommend signing up to be a Community Member solely for funding.**

## **HOW LONG DO APPLICATIONS TAKE TO PROCESS?**

Applications will be processed within 15 working days unless clarifications or additional information is required.

## **HOW MUCH MONEY IS LEFT IN THE FUND?**

At the end of every quarter, we'll update the [Community Fund landing page](#) with the remaining amount.

## **ARE THERE ANY REQUIREMENTS ONCE AN APPLICATION HAS BEEN APPROVED?**

Successful applicants will need to document their spend and submit a report on how the funding was spent. This may include videos or photographs of the event, or the number of participants reached.