Selling Esports Platform & Tournament Licensing

Interest in Esports is Escalating in Schools Nationwide

Demand for esports programs continues to rise. Concerns associated with post-pandemic success is certainly a valid topic of discussion, though the numbers paint a very different picture:

- **25%** growth from last Fall 2019 to Fall 2020 season
- **75%** growth from Spring 2020
- **125%** growth in demand from schools compared to last year

According to the High School Esports League.

Tips on Selling the HSEL and MSEL Platform Licenses

Some basic information you need to find out:

迦 How many students are enrolled at the school?

迦 Does the school already have an esports program?

If Yes:

迦 How long has the program been around?
迦 How many students are involved?
迦 What equipment is being used?
迦 How is the program funded?
迦 Who are the key decision-makers for the program and who influences them?

If No:

迦 Have you considered establishing an esports program?
迦 Are you aware of the benefits of an esports program and how it can boost engagement, attendance, and grades?
迦 What goals would you associate with starting an esports program?
迦 Have you run the numbers on budgeting for equipment, competition, games, etc?
迦 What resources do you think you’d need to run a program successfully?
迦 Who would be the key decision-makers for the program and who influences those decision-makers?

Other topics to consider:

迦 Do other schools in the area have esports programs?
迦 Is there a governing body with rules and regulations for esports to which the school can subscribe?
迦 How much will it cost for their school to get started?
迦 How will the school recruit students to participate?
## HSEL & MSEL Pricing

### HSEL Retail Pricing, effective July 1, 2020

**Pay by Active Participant**

<table>
<thead>
<tr>
<th></th>
<th>Per Tournament</th>
<th>Per Year (4+ Tournaments)</th>
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<tbody>
<tr>
<td>MSRP ($)</td>
<td>$40</td>
<td>$89</td>
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### MSEL Retail Pricing, effective July 1, 2020

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<td>MSRP ($)</td>
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### Unlimited Annual Licenses by School Size

<table>
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<tr>
<th>School Size</th>
<th>1 Year Retail</th>
<th>3 Years (Discounted 20%) Retail</th>
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<tr>
<td>&lt;500 enrolled</td>
<td>$1,800</td>
<td>44,320</td>
</tr>
<tr>
<td>501 - 1,000 enrolled</td>
<td>$3,000</td>
<td>$7,200</td>
</tr>
<tr>
<td>1,001 - 2,000 enrolled</td>
<td>$4,000</td>
<td>$9,600</td>
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<td>2,000+ enrolled</td>
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### Exclusive for D&H partners!

**Save $100 on K12 Esports Provider Certification**

Gain access to resources, materials, guidance, and a video-based training curriculum to help successfully market esports technology. Request your 50% discount voucher at esports@dandh.com.

### Be sure to have your schools check out the additional trainings and certifications at Esports Education Network that are available at NO CHARGE.

- What is Esports
- Why School Esports Matter
- How to Start a School Esports Club

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dandh.com/esports | esports@dandh.com | 800.340.1001