**Strategy and Marketing Plan for the Indian Tennis Esports National Tennis Championship**

**Mission:** To identify the top VR Tennis Esports players in the India, culminating in the selection of a top-ranked winner to represent the nation at the World Tennis Esports Championships (WTEC) in Las Vegas on September 9th, 2025.

**Official Organizing Body for the Indian States Tennis Esports National Championship:**

NoScope Gaming shall be named the official Indian Tennis Esports National Championship organizer and with guidance from the International Virtual Tennis Federation (www.ivtf.org) , and will conduct and oversee all India National Championship tournament events.

**Goals of the 2025 India Tennis Esports National Championship:**

1. Represent India by qualifying a single India Tennis Esports Player for the WTEC event
2. Engage VR and esports communities across the India.
3. Ensure a high-quality competitive experience.
4. Promote the growth of Tennis-Esports as a recognized Virtual Reality sport.
5. Generate visibility and excitement for the World Tennis Esports Championships.
6. Generate sponsorship and advertising funds

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**Player Entry Requirements:**

1. **Players must be Indian citizen**
2. **Players must be 18 years of age or older**
3. **Players must meet a minimum ELO ranking of 1,600 in Tennis Esports**
4. **Player must be a member on the Tennis Esports discord**
5. **Players must agree to and accept participation waivers and sportsmanship agreements.**
6. **Winner must be able to travel to Las Vegas for the Finals**
7. **Participants must produce a short player portrait video and post it on social media**

**Tournament Structure:**

**1. Qualifying Events:**

- According & following the Indian Corporate Olympia scheme & format

**2. Final Tournament:**

- The 8 players (top 2 from each region) compete in a double-elimination bracket.
- Bracket placement for the final tournament is filled in by a Random Draw.
- Matches are best-of-five regular game sets.
- The player who wins the final tournament is declared the winner.

**3. Tiebreakers:**

- In case of a tie in points, head-to-head results will determine placement.
- If still tied, a single best-of-five playoff match will decide the winner.

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**Marketing Strategy:**

**1. Target Audience:**

- Esports enthusiasts and VR gamers.
- Tennis fans interested in VR adaptations of the sport.
- Technology and innovation enthusiasts
- Universities & colleges with Esports depts

- Large Indian Corporations

**2. Key Channels:**

- **Tennis Esports Discord:** Separate India channel for communication & news
- **NoScope website**
- **IVTF website**
- **Social Media:**
    - Utilize platforms like Twitter, Instagram, Facebook, and TikTok for announcements, updates, and highlight reels.
    - Create a dedicated hashtag (e.g., #VRTennisChamps).
- **Streaming Platforms:**
    - Live-stream matches on Twitch and YouTube to engage audiences and grow visibility.
    - Incorporate professional commentary for an engaging viewing experience.

- **Partnerships:**
  - Collaborate with VR equipment manufacturers and gaming influencers to promote the event.
  - Partner with tennis organizations and esports leagues for cross-promotion.
- **Email Marketing:**
  - Regular updates to registered players and subscribers.
  - Exclusive content such as tips, match recaps, and player spotlights.
- **Press Outreach:**Press releases to gaming and sports media outlets.
  - Features in esports and VR gaming podcasts.

## 3. Promotional Content:

- Teaser videos highlighting gameplay and tournament goals.
- Players produce short video about themselves
- Player interviews and behind-the-scenes content.
- Weekly recaps of qualifying events with highlights.
- Access to the "partner content" for logos, videos, stylebook, player stats & cohorts, sponsorship decks and other info

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## Incentives and Prizes:

1. **Grand Prize:**
   - Placement at the World Tennis Esports Championships in Las Vegas (including travel and accommodation).
2. **Regional Rewards:**
   - VR-related prizes such as equipment discounts or gift cards for top players in each time zone.
   - Recognition via player spotlights on official channels.
3. **Community Incentives:**
   - Viewer giveaways during live streams to boost engagement.

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## Logistics:

## 1. Platform Requirements:

- Ensure all players use the Tennis-Esports game on compatible VR systems.
- Implement fair play monitoring to avoid cheating.

**2. Player Support:**

- Provide technical assistance and practice sessions ahead of tournaments.
- Clear communication of rules and schedules.

**3. Match Scheduling:**

- Use flexible scheduling tools to accommodate players in different time zones.
- Ensure matches are recorded for verification and promotional purposes.

**Sponsorships & Advertising:**

**1. Requirements:**

- NoScope Gaming must produce a sponsorshop deck to attract Indian sponsors
- NoScope Gaming must have a sales & marketing plan to address sponsors
- NoScope Gaming must have resources to reach out to sponsors

**2. Advertising:**

- Logos and brands may be placed on pre-defined places.
- Brands will be displayed throughout India and within a defined time window.

**3. Revenue Split:**

- The generated advertising revenues will be split 50/50 between NoScope and VRML

**KPIs and Metrics:**

1. Number of participants per week.
2. Viewer engagement metrics (live stream views, social media interactions).
3. Growth in social media followers and email subscribers and discord members
4. Feedback from participants and viewers on the tournament experience.
5. Number of attracted sponsors and generated advertising funds

By following this strategy, the Virtual Reality Tennis Tournament can establish itself as a premier event in the esports and VR communities, paving the way for the Indian champion's success at the World Tennis Esports Championships.

**About the World Tennis Esports Championship (WTEC):** The WTEC will feature a $100,000 prize pool, including flight tickets, accommodation, and additional prizes, such as a cash component. The event will bring together 16 of the world's top players, selected through the following process:

**Player Selection**
- **8 Players will qualify based on their rankings from the following 2025 Tennis Esports Tournaments**
  - **Paradise Slice: February 24 – March 23**
  - **Euro Slam: April 7 – May 4**
  - **Sahara Smash: June 2 – June 29**

    **A "Race-to-LasVegas" leaderboard will track their progress, giving all players a chance to participate and follow the competition closely.**

- **8 Players will represent their countries, determined by the winners of National Championships. The participating regions for 2025 are:**

    1. **Austria**
    2. **Germany**
    3. **Switzerland**
    4. **UK & Ireland**
    5. **India**
    6. **Australia**
    7. **Canada**
    8. **United States**