

# Resources: Example tournament

Here are some examples in chronological order!

## 1. Define sponsor and create a unique logo for the event

- Motorola razr was the sponsor. The Prize pool was \$15,000CAD
- [Tennis Esports created events website](#)

## 2. Start virtual play offs 4 weeks ahead of the event.

- [Tennis Canada created a website](#)

## 3. Promote virtual play offs and sponsors 4 weeks ahead of the event

- [This promo video had 10.000 views](#)

## 4. Activate the brand at the event

- In one week we had 2,500 people try our VR game for average 3.5mins
- We invited celebrities to try the VR Tennis Experience
  - [Gael Monfils](#), [Tommy Paul](#), and Madga Linette (see more photos attached)
  - Any type of celebrity would be great - these players we related to motorola or Tennis Canada

## 5. Host the finals of the virtual tournament

- [Live YouTube broadcast and production](#), we had a ATP tennis commentator and crowd of 50-100 people
- Fly the finalists from around the world to compete.

## 6. Other details as part of the service

- Rulebook [video](#)
- [Waivers/email listings](#) to participate at the booth Success examples for activation that Motorola did at our activation as part of the sign-up/ try VR Tennis contest- [Virtual competition giveaways \(sign up and win\)](#)