

# UNLOCK THE POWER OF GAMING

## PLAY MADDEN NFL 25!

The New England Patriots and PlayVS have partnered together to help provide esports for your school through the Madden NFL Youth Championship. The Madden NFL Youth Championship provides scholastic leagues and open tournaments to middle and high school students.

Establishing esports program in your school enables students to do what they love and provides them with additional opportunities to earn recognition while developing priceless critical thinking and interpersonal skills. More than 57% of student athletes surveyed indicated that esports are a gateway to building a safe, inclusive community and offer a sense of belonging while at school.



## Benefits of Esports



### Social Emotional Learning

Students build character and develop discipline, self-esteem, and sportsmanship through practice and competition.



### Socialization Skills

Many students are already passionate about gaming. Esports provide an environment where disparate students can come together and bond over a shared interest.



### Increase Student Engagement

Esports are co-ed, inclusive, and engage students who might not otherwise participate in school athletics or activities.



### Scholarship Opportunities

Colleges across the country offer tens of millions of dollars in esports scholarship money, with more being added every year.



### STEM Skill Growth

Esports competition is rooted in technology. Research has found a large crossover between esports players and STEM interest. In fact, >50% of aspiring esports students pursue college majors in the STEM (Science, Technology, Engineering, Math) category<sup>1</sup>.



### Scholastic Improvement

Participation in esports follows the same strict scholastic requirements as any other high school sport. Teachers and parents both report renewed interest in schoolwork and an improvement in student grades as a result of participation.

<sup>1</sup>The Correlation Between Esports and Desired College Majors, 2020. (<https://gyo.gg/article/correlation-between-esports-and-education-majors/>)

Express Interest Here

