THE AMERICAN CANCER SOCIETY PRESENTS:

GAMERS VS CANCER

College Streaming Tournament

64 COLLEGES COMPETING IN A 6-WEEK TOURNAMENT
TO FIND OUT WHO CAN RAISE THE MOST IN THE FIGHT AGAINST CANCER!

ALL STUDENTS, ALUMNI, AND FANS ARE WELCOME TO JOIN OUR CAMPUS TEAM
AND HELP STREAM TO END CANCER

APRIL 2 - MAY 13, 2020
GAMERSVSCANCER.ORG/CST
Cancer doesn’t stop - and neither will our streams! The American Cancer Society’s Gamers vs Cancer College Streaming Tournament offers you the ability to join forces with the global leader in the fight against cancer. Fundraising is a critical part of achieving our mission, supporting our research and patient programs. Survivors and caregivers are depending on us to continue our lifesaving work.

**Format**

- This is a bracket-style tournament that pits college stream-teams against one another in a contest to see which team can raise the most money while streaming.
- Each match will last one week. The winner of the match will move forward on the bracket.
- Match winners are determined by the fundraising total accumulated during the week of the match.
- Match weeks will begin at 12am on Thursdays and end at 11:59pm (Pacific Time) on Tuesdays.
- Weekly results will be posted on Wednesdays, along with the ‘next’ week’s match-ups.
- All streamers who raise $200 will be offered a Gamers vs Cancer t-shirt.
- Additional prizes will be offered to the final four teams.
- The streamer who raises the most money through the duration of the tournament will be offered a Gamers’ Chair.
- School fundraising total will be applied to its respective Relay For Life event total.

**Rules**

- College teams must be registered at gamersvscancer.org/cst by March 30, 2020.
- Each streamer must join their respective college teams at gamersvscancer.org/cst
- A college team may have as many streamers as they can recruit.
- Streamers can join at any time throughout the duration of the tournament.
- Team fundraising totals on the Gamers vs Cancer platform within the date-range of each round will be used to determine the winner of each match.
- Losers from each match will compete in a consolation bracket.

cancer.org/gamersvscancer gamersvscancer@cancer.org
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**How do streamers join a team?**
Register at [gamersvscancer.org/cst](http://gamersvscancer.org/cst) and select the "join team" option. Find the team you will support and complete the registration process. Once you arrive in your dashboard, be sure to integrate your stream and publish your event.

**How many streamers can join my college team?**
There is no limit to the number of streamers who can join your team. Maximize your potential by recruiting as many streamers as you can!

**Do my streamers have to be students at my college?**
No, anyone who wants to support your college can join your team.

**Where do my supporters make their donation?**
Each streamer gets their own fundraising page where they should direct supporters to make donations.

**Will cash/check donations be accepted?**
Yes, but they must be converted into an online transaction in order to count toward your team total.

**Can a streamer support multiple colleges?**
No, once a streamer joins a college team, they are a member of that team for the duration of the tournament.

**What happens to my team if we lose?**
Losing teams will have a chance to compete in the consolation bracket.

**Are there fundraising resources available?**

**Will my college Relay event be credited with my team’s fundraising totals?**
If your college campus has a Relay For Life event, your Gamers vs Cancer team total will be added to your 2020 Relay For Life event total.
Welcome to the world of live-streaming! The more you talk to others about live-streaming, the more you will realize that there are streamers all around us...and that they are some of the most generous volunteers you'll work with. Please contact gamersvscancer@cancer.org for more information.

**What is Live-Streaming?**

Live streaming is the broadcasting of live video to an audience over the internet. Unlike pre-recorded videos that can be cut and edited, live streaming is just that – live, uncut, and uncensored. All you need to be able to live stream is an internet enabled device, like a smart phone or tablet, and a platform (such as website or app) to broadcast on.

Essentially, live-streams are modern-day talk shows, where the audience can interact with the host in real-time by participating in a chat-room along with other viewers.

**What is A "Streamer"?**

A streamer is someone who has their own live-stream channel and broadcasts regularly to an audience of fans, followers, or subscribers.

Most live-streamers can be found on platforms/websites such as Twitch, YouTube, Mixer, or Facebook. While some streamers host simple video-blogs/podcasts, others can be more elaborate. For example, many streamers will play a video game while interacting with their audience. The audience can see the game screen as well as the streamer.

There are more than 3 million live-streamers between YouTube, Twitch, and Mixer. Many high schools and colleges have eSports teams that compete against one another in various video games. Most of these eSports players have their own stream channels. However, there are also a large number of streamers in your community that you probably wouldn't suspect.

Streamers aren't just gamers, though. There are millions of streamers who are musicians, talk-show hosts, hobbyists, chefs, crafters, video-bloggers, podcaster, etc. Successful streamers are those who can produce their show while performing their 'background' activity, and interact with the audience - all in real time.

**Where to Find Streamers?**

1. Reach out to your local high school or college athletic department and ask if they have an eSports team. Many of their players are likely to have their own live-stream channel.
2. Ask your current volunteers, your family, and your friends if they watch any streams on Twitch. If they know what you're talking about, they'll get excited and share everything they know! And if they're a live-streamer, themselves, they'll definitely tell you about it ... because they want viewers!
3. Post to your event & personal social media channels that you are looking for Twitch, YouTube, Mixer, or Facebook Live-Streamers to join the fight against cancer.
4. Perform an old-fashioned google search. For example, just search Twitch & your city or state.
5. Visit or call your local video game retail outlets and/or gaming lounges/arenas. Many of them have their own community of gamers and streamers.
6. Ask all the streamers you know if they'll volunteer and/or if they'll help recruit from their network of streamers.
COLLEGE STREAMING TOURNAMENT RECRUITMENT MESSAGES

EMAIL COMMUNICATION TO STAFF/COMMITTEE VOLUNTEERS

Attention Streamers: WE NEED YOU!

With plans for in-person events being drastically altered, we’re excited to be reaching out and offering an exciting opportunity to have NAME OF SCHOOL represented in the first ever American Cancer Society Gamers vs Cancer College Tournament. We’re looking for the best video game Streamers on campus to livestream their gaming and reach out to their following to support them through fundraising during the tournament.

How will it work?

**Step 1:** Recruit at least 1 Streamer to represent your school, livestream, and participate in the tournament. 1 Streamer is the minimum requirement but having more could increase your school’s chances of moving forward in the bracket based on fundraising. There is no limit to the number of Streamers that can livestream to represent your school. Streamers do not have to be current students- they could be alumni or anyone else who would like to represent your school in the tournament!

**Step 2:** Email gamersvscancer@cancer.org with your school name and the name, email address, and link to the Streamer(s) page that will be representing your school. The first 64 schools to reach out with a Streamer that has committed to fundraise, livestream, and represent their school in the tournament will be entered in the tournament. Once schools are entered in the tournament, additional Streamers can join the school’s team as well.

From that point on, Streamers will get communication and direction from our Gamers vs Cancer staff to help direct them through the tournament play! There is also a FAQ document and a complete Gamers vs Cancer Streamer Toolkit.

The tournament will begin on April 2, 2020 and the championship round will take place May 7-13. For more tournament details, click here.

Where can you recruit Streamers?

Does your school have an eSports team? These students are an excellent group to reach out to with this opportunity! They are likely already competitive gamers and Streamers and would be great people to reach out to.
Find out if your school has a student organization related to gaming.

1. Search “video game” or “esports” in the list of student organizations on your campus to find out who the current contact might be for a student organization on your campus with this interest.
2. Check the NAC E-Sports website to see if your school has a registered eSports team.
3. Post to your social media- both your event social media and your personal social media! Here is a sample message you can use:

   Twitch, YouTube, Mixer, Facebook Streamers Needed!!
   Want to be a hero to the Relay For Life of ______ and represent NAME OF SCHOOL in a nationwide live-streaming tournament? Message me for details!

4. Perform an old-fashioned google search. For example, just search Twitch+Your-school-name
EMAIL TO POTENTIAL STREAMERS:

Attention Streamers: WE NEED YOU!

Our Relay For Life of ______ has had to move to a virtual setting in light of current events, but we’re still continuing our fight against cancer! We’re reaching out to you because there is a NEW opportunity and we’re looking for some Live-Streamers who are willing to step up and be heroes to our event and join our school team in the first ever Gamers vs Cancer Nationwide Tournament. Here’s the details:

We’re looking for at least one Streamer to represent our school- if we can recruit more, amazing, but we need at least one to be in the tournament.

The Streamer will stream their gaming and ask their followers to support their efforts through fundraising. Our Relay For Life committee will help you get the word out since you’re representing our event and our school!

All Streamers who raise at least $200 will earn a Gamers vs Cancer t-shirt. The Streamer who raises the most money throughout the tournament will win a Gamer’s Chair!

If you’re interested in representing our school in this 64-team tournament, please let me know as soon as possible! The tournament begins on April 1st and more details about the tournament can be found here.

TWITTER DM TO POTENTIAL STREAMERS:

Hey, I'm from the American Cancer Society and would love to have your support in the fight against cancer. Our Relay For Life of ______ has had to move to a virtual setting in light of current events, but we’re still continuing our fight against cancer! We’re reaching out to you because there is a NEW opportunity and we’re looking for some Live-Streamers who are willing to step up and be heroes to our event and represent our school in the first ever Gamers vs Cancer Nationwide Tournament. If you’re interested in supporting our school with your stream, I can show you our platform and resources and explain how we use your fundraising dollars to be the world leader in the fight against cancer.
**STEP 1**

Select the "Register" option from gamersvscancer.org/cst and then log in or create your Tiltify account.

**STEP 2**

**Select Campaign Type**

- Individual
- Team
- Support

Choose the 'Support' option and then find your college campaign on the following page.

If you don't see your school, email gamersvscancer@cancer.org
Complete the campaign detail steps.

Name your personal campaign. This is the campaign you are hosting within the tournament.
Set your date range for how long you wish to accept donations.
Set your personal fundraising goal for what you will raise within the entire tournament.
Review your details & create your campaign.

From your dashboard:
Integrate your stream, then Publish your campaign
TOURNAMENT BRACKET
COLLEGE STREAMER TOURNAMENT
American Cancer Society VS GAMERS VS CANCER
College Streaming Tournament
JOIN NOW
AT
GAMERSVSCANCER.ORG/CST

STUDENTS   ALUMNI   ATHLETES   FANS
American Cancer Society

Gamers vs Cancer

College Streaming Tournament

Join now at gamersvscancer.org/cst

Students, Alumni, Athletes, Fans