

Request for Submission for

Collegiate Esports Commissioners Cup (CECC)

May Madness

Student Workforce & Crew Participation

May 1-3, 2026

CSMG COLLEGIATE SPORTS MANAGEMENT GROUP

ESPORTSU

Confidential Request for Submission - do not distribute

Collegiate Sports Management Group, 2026

REQUEST FOR SUBMISSION (RFS)

Collegiate Esports Commissioner's Cup (CECC) May Madness 2026 - Student Workforce & Crew Participation

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1. RFP Objective / Scope

Collegiate Sports Management Group (CSMG) and EsportsU are accepting submissions from colleges and universities interested in participating as **official student workforce partners** for the **Collegiate Esports Commissioner's Cup (CECC) May Madness 2026**.

CSMG and EsportsU seek to integrate and partner with **Esports Supporting Institutions** capable of supplying prepared, reliable, and professionally supervised student workers to support CECC 2026 across a wide range of operational disciplines.

This RFP invites institutions to bid for the opportunity to **send supervised crews of students** to fill essential **event operations, tournament operations, media, broadcast, technical, and production roles** during CECC 2026.

CSMG and EsportsU offer students to gain **real-world, resume-ready experience** while supporting the largest collegiate esports championship in North America.

2. Introduction

The **Collegiate Esports Commissioner's Cup (CECC) May Madness** is the premier national championship for scholastic esports in North America. Produced annually by CSMG and EsportsU, CECC brings together elite collegiate competition, professional broadcast production, live audiences, creators, sponsors, and national media.

CECC May Madness is not only a competition—it is a **training and proving ground** for the next generation of esports professionals.

2.1 About the Host – CSMG and EsportsU

Collegiate Sports Management Group (CSMG) is an integrated sports, entertainment, and media company working at the intersection of traditional sports, esports, and technology. CSMG specializes in:

- Intellectual property rights management
- Media rights and sponsorship sales
- Event and Content production, licensing, and brand development

EsportsU, the collegiate esports arm of CSMG, operates the largest competitive ecosystem and national championship platform for college gamers. Through exclusive partnerships with schools, conferences, publishers, and brands, EsportsU delivers scalable, high-impact events for the next generation of athletes, creators, and fans.



2.2 CECC May Madness – A Proven Property

Since its live debut in 2022, CECC May Madness has rapidly grown into a landmark event. Hosted previously at **Gateway Center Arena** (Atlanta, GA) and **Esports Stadium Arlington** (TX), the event now draws:

- Thousands of live attendees
- Major brand activations
- Extensive media coverage
- Millions of digital impressions

CECC May Madness is more than just a tournament — it's a national esports festival featuring K–12 outreach, awards ceremonies, community events, content creation, and creator-led storytelling. It is often referred to as the *March Madness of competitive scholastic gaming*.



3. Event Overview

Event: CECC May Madness 2026
Dates: May 1–3, 2026
Build-In / Load-In: April 27–30, 2026
Load-Out: May 4, 2026
Estimated Attendance: 1,000–2,000 daily in-person attendees

Key Event Components:

- Championship tournament operations
- Multi-stage live production and broadcast
- Media Day and red carpet-style content capture
- Sponsor activations and expo floor
- Creator, influencer, and analyst integrations

Event Schedule Structure:

- 4 Load-In / Venue Buildout Days
- 1 Media Day
- 3 Competition Days
- 1 Load-Out / Teardown Day

Scope of Experience:

- 92+ collegiate teams competing across 5+ game titles
- Best-in-class main stage and broadcast production
- Red carpet-style Media Day for competitors and creators
- On-site activations with middle school and high school esports partners
- Open tournaments and public engagement opportunities
- Sponsor expos and branded experiential marketing booths
- Regional gaming community involvement
- Integrated content creator co-streaming and digital promotion
- Collaboration with local event and tournament organizers

4. Workforce Overview & Role Groups

Schools may bid to provide students for **one or more role groups** listed below. Schools are not required to cover all roles but must clearly identify which groups and positions they are proposing to staff and their rates.

Note for Respondents: Unless otherwise noted, all roles assume the following timeline:

Arrival onsite to venue: No Later than Thursday, Apr 30, 2026
Departure: Monday, May 4, 2026

TOURNAMENT OPERATIONS

- Competition Admin – Assist Manager
- Tournament Operator – VAL
- Tournament Assistant – VAL
- Tournament Operator – OW2
- Tournament Assistant – OW2
- Tournament Operator – RL
- Tournament Operator – SSBU
- Tournament Assistant – General (3)

TOURNAMENT OPS – STAGE

- Stage Hand – CECC (4)

TOURNAMENT OPS – PARTNER COMPETITION

- Tournament Operator – FPS Titles (2)
- Counter-Strike Specialist
- Stage Assistant

TOURNAMENT OPS – SSBU OPEN

- Tournament Operator – SSBU Open
- Tournament Assistant – SSBU Open

TOURNAMENT OPS – RIFTBOUND

- TCG Assistant – Riftbound Open (2)
- Scorekeeper
- Riftbound Judge (4)

EVENT OPERATIONS

- Operations Assistant (2)
- Logistics Coordinator
- Logistics Assistant (3)
- Registration Coordinator
- Registration Assistant (4)
- Guest Relations (2)
- Merch Assistant (2)

MEDIA TEAM – FRONT OF HOUSE (FoH)

- Photographer (3)*
- Videographer (3)*
- Floor Interviewer*
- Lighting & Media Grip
- Media Runner

MEDIA TEAM – BACK OF HOUSE (BoH)

- Preditor (Video Capture & Editor)*
- Preditor (Editor)*
- Social Media Assistant
- Post-Event Media Assistant
- Media Day Assistants, Interviewers, Editors, Data Coordinators, Runners
    - **All Media Day Roles require onsite arrival by Wednesday, Apr 26, 2026**

ON- AIR TALENT

- Desk Analyst (4+)
- Caster - OW
- Caster - VAL
- Caster - RL
- Caster - SSBU
- Caster - League of Legends
- Caster - Call of Duty
- Caster - Rainbow 6
- Caster - CS2
- Caster - Marvel Rivals

SETUP CREW (MONDAY APRIL 27 - THURSDAY APRIL 30)

- Setup Crew Members (21)

TEARDOWN CREW (SUNDAY MAY 3 - MONDAY MAY 4)

- Teardown Crew Members (20)

TECH / NETWORKING

- IT Engineer (5)
- Network Engineer

BROADCAST

- [REMOTE, PRE EVENT] - Broadcast Graphics Design
- [REMOTE, PRE EVENT] - Broadcast Motion Graphic Design
- [REMOTE, PRE EVENT] - Broadcast VMIX Integration and Design
- [REMOTE, PRE EVENT] - Broadcast Run of Show, Scripting, and Schedule Design

- Producer
- Technical Director(s)
- Gameplay Director
- Observers
- Broadcast Engineer
- Camera Engineer
- Graphics Operator
- Graphics Editor (2+)
- Replay Operator
- Talent Manager
- Analyst Desk Manager
- Analyst Desk Assistant
- Production Assistant (5)
- Broadcast Graphics
- Technical Director – Partner Competition
- Observer – Partner Competition

* For all noted Media roles, Respondents must note if students are providing own Camera and Video gear or expecting to utilize equipment provided by CSMG and EsportsU

Respondents must declare if students wish to fill multiple roles, such as (SETUP + TOURNAMENT OPERATIONS or MEDIA DAY + ON-AIR TALENT)

5. Submission Requirements

A. Institutional Eligibility

- Accredited college or university
- Ability to formally represent students in an academic or experiential capacity
- Designated faculty or staff supervisor

B. Student Crew Composition

- Number of students proposed
- Roles and groups covered
- Skill level and prior experience
- Confirmation students are 18+ by event start

C. Supervision & Accountability

- On-site or on-call institutional supervisor
- Code of conduct and disciplinary process
- Attendance and professionalism oversight

D. Training, Preparation & Availability

- Availability for required training (Pre-event and Onsite)
- Availability across required event days as noted
- Please note students that are prepared to work a full day, full shift, or partial shift
    - Full Day: 8:30am - 10:30pm
    - Full Shift: 8:30am - 5:30pm // 2:00pm - 10:00pm
    - Partial Shift: minimum (4-6) hour shifts

E. Travel, Lodging & Local Status

- Respondents should disclose their strategy for traveling to and arriving at Waco, TX for CECC 2026.
- Respondents should disclose their strategy for lodging and accommodations while in Waco, TX for CECC 2026
- Respondents should disclose any requests to CSMG and EsportsU regarding the above.

F. Academic & Experiential Integration

- Respondents should disclose if partnering with CSMG and EsportsU for CECC 2026 meets institutional criteria for Coursework, internship, or credit alignment.
    - Respondents should disclose any paperwork, requirements, or responsibilities of CSMG and EsportsU to meet and fulfill any of the above as applicable.
- Respondents should disclose if and how CSMG and EsportsU may be required to undergo Assessment or Reflection methods following completion of the event that may exceed our standard operating procedures.

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6. Evaluation Criteria

Economics and Role Alignment	30%
Institutional supervision & reliability	25%
Prior esports or live event experience	20%
Logistical feasibility	15%
Academic integration impact	10%

7. Submission Instructions

Submission Schedule:

- **RFP Issued:** January 30, 2026
- **Submission Questions Due:** February 13, 2026
- **Submission Deadline:** February 20, 2026
- **Selected Schools Notified:** February 27, 2026

Questions
All written questions regarding this RFP should be submitted to:

- **Damon Scott**
  Senior Project Manager *Esports & Traditional Sports Partnerships*
  dscott@collegiatesmg.com

Please also copy the following team members:

- **ToniAnn Convertino**
  Senior Manager, Business Operations
  tconvertino@collegiatesmg.com
- **Angela Bernhard Thomas**
  Executive Vice President, CSMG/EsportsU
  abthomas@collegiatesmg.com

Submission
Email completed proposals to: abthomas@collegiatesmg.com, dscott@collegiatesmg.com, and tconvertino@collegiatesmg.com

Subject Line: "2026 CSMG/ESPORTSU CECC May Madness – Student Workforce RFS RESPONSE"
All documents, attachments, and supporting materials must be included in the email.

Mailing Address (if needed):
Collegiate Sports Management Group / EsportsU
2 Landmark Square, Broad Street, Suite 211
Stamford, CT 06901

www.collegiatesmg.com