

RFI Category and Number:

Marketing Strategies, RFI #1

RFI Question:

1. The Committee requests a written response from the Military Services on the status of their esports team programs.

- a. What is the planned demographic composition of those teams?
- b. Do the Services use esports teams as a recruiting tool for men and women?

RFI Response:

a. What is the planned demographic composition of those teams?

In the initial phases of program development, the planned demographic of the Navy esports teams will be comprised of high quality male and female Sailors and Officers who are selected within Navy Recruiting Command (NRC) during trials. While NRC has not established a *specific* composition for this team, all intentions are for the team to be representative of the general population. After the initial phases, a diverse mix of skilled gamers will be sought from across the fleet to join the Navy esports team. Interested applicants will be assessed based on ability to engage an audience via online streaming, competitiveness in team-based interactive video games, and sustained superior performance over their time in the Navy.

b. Do the Services use esports teams as a recruiting tool for men and women?

Yes; Navy intends to use our esports team as both an outreach and recruiting tool, enabling us to discuss officer and enlisted career opportunities the Navy has to offer if queried by potential candidates who follow the esports community. Additionally, e-sports provides Navy recruiting with the ability to reach America's highest quality, skilled, and motivated young men and women who live in remote areas of the US and are otherwise challenging for recruiters to physically access.

Hours Expended Answering this RFI: 4

POC or office responsible: Navy Recruiting Command (NRC N9)