2025

MONETISING ESPORTS

CONVERTING YOUR ESPORTS SPACE INTO A MONEY MAKING ENTERPRISE

YOYOTECH
ESPORTS ARENA SOLUTIONS

THE ESPORTS CLASSROOM

Establishing an esports facility within your educational centre can unlock multiple revenue streams by offering the space for various events. Hosting birthday parties allows you to tap into a lucrative market as families seek unique and engaging venues for celebrations. When you host your first party, the guests will pester their parents for their party to be hosted there; it self-markets. Esports arenas provide an exciting backdrop for such events, attracting bookings and generating income.

Depending on your venue, you can add different packages to the offer, which may include party food, SIM racing, and other sports activities.

Corporate events and team-building activities are another profitable avenue. Companies often look for innovative settings to conduct workshops or retreats, and an esports facility offers a modern and interactive environment. By renting out your space for these purposes, you can attract corporate clients and increase revenue.

Additionally, offering holiday camps and boot camps or integrating esports packages with other sports offerings can appeal to a broader audience, including students and community members seeking diverse recreational activities.

Implementing pay-and-play sessions provides flexible access to the facility, encouraging frequent use and generating consistent income.

By diversifying the use of your esports facility, you not only maximise its utilisation but also create multiple revenue streams that can significantly contribute to your educational centre's financial sustainability.

If you utilise your space effectively, you can recuperate the cost of your initial investment within just a few years.

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PART TWO:
SIM RACING

Racing simulators are revolutionising esports education in the UK by merging competitive gaming with hands-on learning. These advanced systems accurately replicate real-world driving conditions, creating an immersive platform where students can explore STEM principles such as physics, mechanics, and data analysis. Beyond academic learning, simulators also help develop crucial skills like critical thinking, teamwork, and communication.

Through the application of car dynamics, aerodynamics, and real-time data analysis, racing simulators over practical STEM education, bridging the gap between theoretical knowledge and real-world application. As students engage with these systems, they refine reflexes, enhance strategic thinking, and build adaptability, all while fostering teamwork and leadership through collaborative gameplay.

Beyond skill development, racing simulations serve as a gateway to a variety of career opportunities. They provide valuable experience relevant to industries such as motorsport engineering, game design, broadcasting, and professional esports. By incorporating racing simulators into education, institutions are preparing students for a dynamic and evolving job market, equipping them with both technical expertise and essential soft skills.

Racing simulators offer an inclusive and accessible experience for all, requiring only the ability to turn a steering wheel and press pedals to drive. Regardless of age, gender, or prior experience, anyone can engage with the simulation, making it an ideal option for events and rentals. This universal appeal enhances its value to any education centre.

Equipping your centre with racing simulators offers a multitude of monetisation opportunities. By hosting events such as birthday parties, racing clubs, stag dos and corporate events, you can provide unique and engaging experiences that attract diverse clientele.

Additionally, organising holiday camps or educational programs appeals to schools and parents seeking safe, controlled environments for learning and entertainment. Integrating SIM racing with other sports offerings creates comprehensive packages, drawing in customers interested in such activities. Offering flexible, pay-as-you-go sessions further maximises accessibility and facility utilisation. By diversifying services in these ways, the addition of racing simulators can effectively establish multiple revenue streams.

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CHAPTER THREE:

POTENTIAL REVENUE STREAMS

When planning on your potential revenue streams from utilising your esports facility it's important to understand the prices other venues are charging for different types of birthday parties. When you consider the limited overheads of hosting a party and what parents are paying for other parties you will quickly find a suitable price point that is attractive to both youngsters and parents.

As an example here are some the average prices for commonly booked children's parties.

Party Type	Cost
Ten Pin Bowling	£13–£15 per person
Go Ape	£18 per person
Inflatable Pool Party	£225 per hour
Football	£15 per person
Laser Tag	£17 per person

Let's look at two examples of potential revenue for birthday parties at your esports arena.

Below is a projection of offering parties every other week for a ten-station facility. This is purely for rental of the space, additional extras may be added to boost the price such as SIM racing, food, balloons, cake or other sporting offers:

Cost	When	Parties Per Day	Days across the year	Revenue per day	Revenue per annum
£150 p/hour	Saturdays	2	26	300	**£7,800**
£150 p/hour	Saturdays	3	26	450	**£11,700**
£150 p/hour	Saturdays	4	26	600	**£15,600**

If we repeat that process for a 20 station facility:

Cost	When	Parties Per Day	Days across the year	Revenue per day	Revenue per annum
£250 p/hour	Saturdays	2	26	500	**£13,000**
£250 p/hour	Saturdays	3	26	750	**£19,500**
£250 p/hour	Saturdays	4	26	1,000	**£26,600**

Use your facility for holiday camps across 6 weeks and you have a ten station facility:

Cost	When	Number of people	Days across the week	Revenue per week	Revenue per annum
£20 p/person	10–12am	10	5	1,000	**£6,000**
£20 p/person	1–3pm	10	5	1,000	**£6,000**
				Total p.a.	**£12,600**

Use your facility for holiday camps across 6 weeks and you have a twenty station facility:

Cost	When	Number of people	Days across the week	Revenue per week	Revenue per annum
£20 p/person	10–12am	20	5	2,000	**£12,000**
£20 p/person	1–3pm	20	5	2,000	**£12,000**
				Total p.a.	**£24,600**

Taking the figures above and operating a 70% utilisation example the revenue generated from birthday parties every other Saturday and 6 weeks of boot camp the income would like this.

Facility	Activity	Number of people
10 Seater	2 Birthday Parties every other week	**£5,460**
10 Seater	3 Birthday Parties every other week	**£8,190**
10 Seater	4 Birthday Parties every other week	**£10,920**
20 Seater	2 Birthday Parties every other week	**£9,100**
20 Seater	3 Birthday Parties every other week	**£13,650**
20 Seater	4 Birthday Parties every other week	**£18,620**
10 Seater	AM Holiday Camp/6 weeks/5 days	**£4,200**
10 Seater	PM Holiday Camp/6 weeks/5 days	**£4,200**
20 Seater	AM Holiday Camp/6 weeks/5 days	**£8,400**
20 Seater	PM Holiday Camp/6 weeks/5 days	**£8,400**

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SIM Racing

Individual machines can be **rented for £20 per hour**. This is a very flexible way to generate revenue. If you have staff on-site, there are no additional costs. This could also act as an add-on to other activities or a price extra for existing parties. If you have a number of machines, you can host a range of different activities.

The examples above are the most obvious and easiest ways to monetise your space. There is clearly scope for more capacity for those options than stated in the tables. This also doesn't include any evening use or corporate hire, where average prices per hour would be higher, most likely between **£30–£60 per hour per delegate**.

The final point to remember when investing in an esports facility is student recruitment. We have shown time and time again that student recruitment rockets once a YoyoTech facility has been installed. An innovative and eye-catching esports arena will be your new 'wow factor' on open evenings and open days, as Ray Kinsella once said:

'Build it and they will come'

PART FOUR:
WHAT OUR CUSTOMERS SAY

'At Tranmere Rovers, we're always looking for ways to better connect with the community, we're looking for ways to increase revenue and also with our college we're looking for ways to offer more to the students. We also had the space and the opportunity to build a sort of esports environment for young kids to come in and engage. We do a lot with alternative provision students, so we're really excited about the opportunities it brought there. I was just amazed at Yoyotech and how much support we got beyond buying kit. We were able to really sit down and unpick opportunities for further revenue. We were able to look at stag-do's birthday parties and how we could use existing resources alongside the sports offer.'

Alan Thompson, Tranmere Rovers

'It's an extracurricular, our super-curricular activity, which means that every lunchtime, every day after school, we have literally hundreds of children trying to get into our esports room to play various different games. We offer the games used by British Esports which means that we can have children from Year 7 all the way through to Year 13 playing. It gives children the opportunities that they might not necessarily have had before. It's bringing the digital world to their level and allowing them to understand that. I'm all about the aesthetics and I wanted something that didn't just function really well but looked awesome. Working with Yoyotech was straightforward. Excellent communication at every step and their solution included everything.'

Amy-Louise Cartwright, Ibstock Place

LAN center software to automate all business processes

With SENET gaming center software, you have complete access to all PCs and gaming consoles while restricting customers only to necessary applications.

- Control PCs and consoles anytime anywhere
- Block Windows on client PCs
- Update all PCs fast and at once
- Zone the venue and charge at different rates

- Track all venue operations
- Everything in one click directly from the seat
- Automate reservation of computer seats
- Partner with brands. Earn more

SENET

ESPORTS MANAGEMENT SOFTWARE

Yoyotech is the UK's leading systems integrator of ggCircuit, the world's premier esports arena management software for education.

gg CIRCUIT

Leap

The Esports Management Platform

The ggLeap esports management platform provides an intuitive, secure user experience on your computer suite while allowing for easy, web-based administration. No more manually logging students into games and having to securely manage credentials; with ggLeap, it's click and play!

Rock

Game Update and Security Solution

With a ggRock dedicated LAN server, all PCs can boot a disk image from specialised hardware. The ggCircuit team will ensure that all your games and software are up-to-date at all times – no staff intervention is required!

1 Customisable secure desktop overlay
2 A platform for students to launch all their favourite titles
3 Compete for leaderboards locally and globally
4 Allows for easy monetisation of your spaces
5 Ensure maximum uptime with daily remote updates
6 Gives the teacher control over PCs – Logging in/remote access/powering on
7 Game license management system
8 Manage safeguarding

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