



Killer Queen League Kit

Killer Queen is an arcade game for a fast and fun generation. The gameplay features a unique blend of retro, social and competitive gaming bundled in simple controls and familiar mechanics. The competitive five on five team structure offers a richly strategic and replayable experience with the power to transform enthusiastic customers to self-organized leagues and has done so at locations across the country. BumbleBear Games encourages you to join the growing Killer Queen community and establish a Killer Queen League at your location.

What is Killer Queen League?

Killer Queen League is much like a pinball or bowling league. For example, teams will want to schedule league nights to practice and organize tournaments to compete for glory. League events make owners happy for driving usage of the machine on quiet business nights and players happy for providing a competitive and social space. Leagues also have the fantastic side-effect of inspiring advocacy as teams will actively reach out to new players.



Photo Credit: DJ Quirante



Inspire Loyalty

If you're interested in starting a Killer Queen League, you're going to need to keep a group of enthusiastic players connected, informed and loyal. Venue owners and league organizers can work together to create this inviting and inspiring environment.

Establish an Online Presence

We recommend creating a FB group as well as advertising the machine on the venue's website and other social media platforms. FB already hosts multiple Killer Queen Leagues from around the country and is a useful tool for leagues to communicate and self-organize practice sessions. Definitely check out some pre-existing groups as models for your own pages:

- <https://www.facebook.com/groups/mercurysquadchicago/>
- <https://www.facebook.com/groups/killerqueenarcadepdx/>
- <https://www.facebook.com/groups/KQNYC/>
- <https://www.facebook.com/groups/KillerQueenSF/>

Create a custom URL

FB allows you to create a custom URL for your group. A custom URL is easier to recall and search for later. It is also fits nicely on posters and announcements. Here's how you do it:

1. Once logged into FB, go to www.facebook.com/username.
2. Select "Select a Username" for your page.
3. This brings up a drop down menu, select the page you want to create the username for.
4. If your page has the needed 25 fans it will bring up a name field.
5. Enter your desired username and click on "check availability".
6. If it's available, you will be shown some final terms – if you are happy with your choice click "confirm" or select "cancel" to try another name.

Basic information you'll want to share

People will want to refer to the FB group page for logistical information as well as game description and conduct statements. This basic information should be presented clearly:

- Recurring events (league night, etc)
- Popular play times
- Game description
- Public forum usage agreement
- Moderator rules and exceptions
- Group type: Event & Plans



- Suggested tags: video games, killer queen, venue name, league name

Files and documents that help

Beyond just the what, where and when, players will want to know how your league operates. They may also be newcomers that just want to learn how to play the game. We suggest making a few documents available to them for easy reference:

- League night FAQ
- Member information
- Primer for new players
- Event flyers
- Tournament rules
- Tournament results

Make sure to moderate!

Photographs are your friends! They attract new players, inspire team pride, celebrate winners and connect people. You'll know what's right or wrong but we suggest avoiding pictures that depict:

- Excessive drinking
- Sexualized images
- Bullying or body shaming
- Unwanted display of images

Connect with the larger scene

The Killer Queen League national scene is a friendly and inviting place. Pop into other Killer Queen FB groups to introduce yourself. The other groups will most likely happily share advice, watch your streams, invite you to tournaments and generally include you and your local group.

The benefits of a loyal crew are epic

The best ambassadors for Killer Queen League are those that participate in league play or frequent the machine. Encourage regulars to incorporate curious bystanders with both verbal invitations and with pick-up lists to help them connect with incomplete teams. The point is to keep the machine approachable and low-pressure to engage new players. Those that love the game will be able to introduce and explain it the best.

Feed the machine!

Even more than other games, it's critical for operators to keep their Killer Queen machine in good shape. A well-maintained machine is guaranteed to increase venue reputation and player goodwill. On the other hand, consistently broken machines erode venue loyalty and can have disastrous effect on league competitions. You can use the test button inside the coin door to do a quick diagnostic check on all the inputs and outputs.



We recommend establishing a procedure for players to report problems with the machine to the operator, for instance by using a log book.

Plan a Killer Tournament

Killer Queen tournaments inspire team formation, practices and league play. They also provide free publicity, venue pride and goodwill, and an enthusiastic crowd for the owner. For this reason, the best thing that you can do is to worry less about the success of your first tournament than just to have it. It is usually the second tournament that gets a league rolling in full gear.

Organizers and venue owners should always coordinate when and how events are planned.

Tournaments lead to leagues

Tournaments can be the sparks of thriving Killer Queen Leagues. The venue usually coordinates the first few tournaments with active players assuming organizational roles as momentum grows. It's more important to just have a tournament than to plan for a smashingly successful event. The goal is to generate a little league chemistry with the team formation, competitive spirit and organized practices necessary for a competitive Killer Queen tournament. In other words, just go ahead and throw your first tournament already!

Tournament Quickstart

Planning tournaments is easy!

Spread the word

Social media is your cheap and effective friend! Create a FB group page and event announcement to connect with regular customers. Print flyers and post them at the machine's location advertising both the FB group and the tournament.

Include everybody!

Allow avid players to self-organize teams on the days leading up to the tournament. Encourage incomplete teams or individual players to participate by including a pick-up list the day of the event. Five players on the list? You've got yourself a team!

Celebrate and track participating teams

Have teams fill out index cards with team information for easy reference and commentary. Display the tournament progression for onlookers. Think of the first few tournaments as primers for the main event. Don't stress too much over slick materials or when details go awry. Offer a small prize to the winning team and make sure to take a championship photo to display at your location.



Snap and Share

Killer Queen whips up an explosion of energetic competition that is best expressed with photographic evidence. Encourage tournament participants to take photos and share them on social media. Post your own shots on your location's main site. Posting pictures of tournament winners and the competition improves a venue's profile and builds anticipation for future events.

After you've held a few tournaments you will have built a group of enthusiastic players primed to create a league.



Photo Credit: DJ Quirante

Organize League Nights

As your Killer Queen community grows it is very likely they will want to organize league nights. We encourage you to organize those events during off-peak business hours. It will give serious players more time at the machine and ensure that the game is in steady use. For example, consider mid-week events as it will not discourage weekend play and can result in players visiting the venue more than once a week. Planning league nights in this manner will strengthen the league's relationship with the venue.

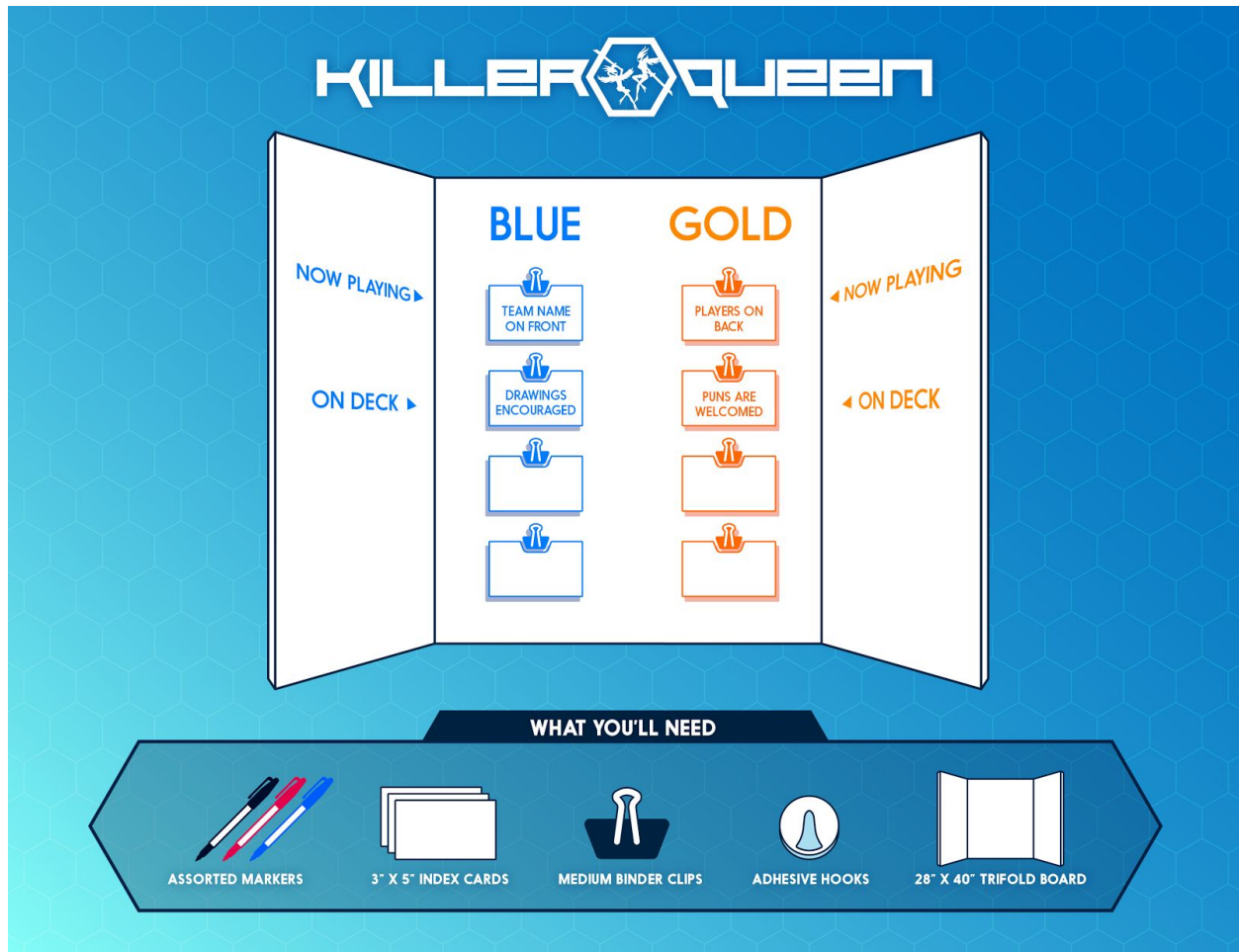


Keep the league updated

It is best to promote this weekly event in your Killer Queen FB group. We recommend having a FB event invitation for the league night each week, even if it will become assumed that the league is meeting each week.

Keep team tracking simple

We've included instructions on how to create your own league night board to organize and track games. Physical boards have the benefit of being able to be run by almost anyone and require no technology. They are easily changed after a round robin has begun.



Materials

1. Assorted Markers
2. 4" x 6" Index Cards
 - a. http://www.amazon.com/Oxford-Inches-Blank-Index-10013/dp/B004Z8H8XU/ref=sr_1_7?s=office-products&ie=UTF8&qid=1457117691&sr=1-7&keywords=3x5+index+cards or similar
3. Medium Binder Clips



- a. http://www.amazon.com/Medium-Binder-Clips-Steel-Silver/dp/B00B9H8FK0/ref=sr_1_2_m?s=office-products&ie=UTF8&qid=1457117733&sr=1-2&keywords=medium+binder+clips or similar
4. Adhesive Hooks
 - a. http://www.amazon.com/InterDesign-Adhesive-Storage-Damage-Free-Removes/dp/B013K54SQL/ref=sr_1_15?s=office-products&ie=UTF8&qid=1457117784&sr=1-15&keywords=adhesive+hooks or similar
5. 28" x 40" Trifold Board
 - a. http://www.amazon.com/Pacon-Spotlight-Single-walled-Tri-fold-Presentation/dp/B005ENY5QI/ref=sr_1_9?s=office-products&ie=UTF8&qid=1457117889&sr=1-9&keywords=28+x+40+trifold or similar

Instructions

1. Teams put their team name and the names of their players on a publicly displayed card and put a clip on it to signify that they are "active".
2. Matchups are made and the cards are moved according to team wins and losses. New matchups are made from teams as are removed from the board following defeat.
3. If a new team arrives, they simply fill out a card and they are rotated in at the next available opportunity. If a team leaves, they are simply shuffled out.

Facilitate pickup lists

It's helpful if a facilitator manages the pickup lists to help complete teams and manage the order of players. New players tend to be shy about registering. Even seasoned players occasionally need a nudge to get registered. Pickup lists act as an invitation for players and helps keep a lively pace for the evening.

League Model 1

Frequency

Weekly event or events held on slow business nights.

Format

Drop-in/Drop-out, non-elimination Round Robin, best of three.

Team formation

Pre-made and on-the-spot team creation is welcome.

Pick-up list

As soon as a pick-up list has five people, it becomes a team and fills out a card. Teams that are missing players also pull from the pick-up if needed.



Scoring

Wins or losses are not tracked at league night and no one "wins" the round robin. The tone is inviting for new players and promotes experimentation for the more serious players.

Pros

- Players are not turned away based on start time.
- Players do not have to commit staying the entire session.

Cons

- May be difficult to track scores.
- May be difficult to predict the number of attendees.

League Model 2

Frequency

Weekly event held on Friday nights.

Format

Players register teams to play with for the night and play is organized as a round-robin tournament, with all teams playing each other.

Team formation

Teams are self-organized and can change weekly.

Free Agent list

With the players being able to mostly self-organize into teams, there is a "Free Agent" sign-up sheet for volunteers to help facilitate team creation.

Glory Match

At the end of the evening, there is a Glory Match, in which the first and second place teams play a second match. The winner of the Glory Match can cash in a modest prize accumulated from the one dollar entry fee or let the prize pool roll into a tournament fund and play simply for the prestige.

Pros

- Hard starts potentially mean more matches and that the event ends relatively on-time.
- Rolling prize pool builds hype.

Cons

- May be less continuity between events.
- Can come across as being more serious.



League Model 3

Frequency

Weekly event held on Friday nights

Format

Round robin, best of five. Teams join for an entire season. Teams may join mid-season.

Team formation

Teams are self-formed and register for an entire season.

Season end

Each season of the league culminates in a tournament with a double elimination bracket. To qualify to play in the tournament, teams are required to have played, as a team, at two or more meetings of League Night in the preceding season.

Pros

- Teams develop and improve over the course of a season
- The “winner” of the League can be more easily determined

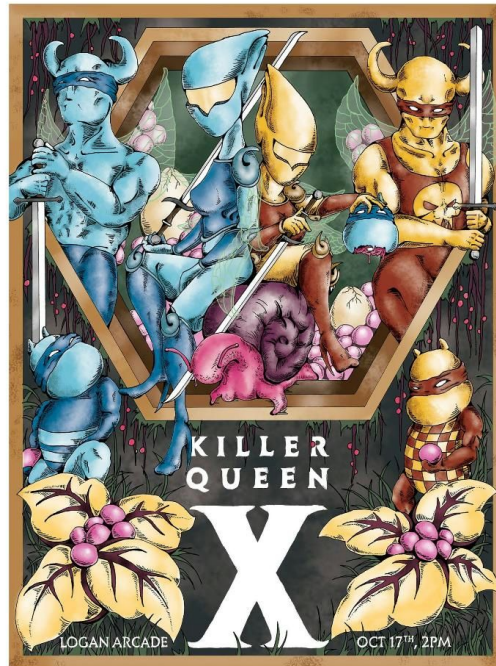
Cons

- Maintaining and creating new teams of varying skill levels can be difficult.
- Teams may drop out if they're not doing well.

Throw a Killer Tournament

After holding some small scale, casual tournaments it's time to plan a major event with your Killer Queen League. If successful, a tournament at this scale will solidify league relationships and add momentum to further league competition.





[HTTP://ON.FB.ME/1EBWQ6](http://on.fb.me/1EBWQ6)

[HTTP://ON.FB.ME/1LOYCYO](http://on.fb.me/1LOYCYO)

Flyer Credit: Jon Duong

Promote

Promoting the tournament is crucial to the success of the tournament. Advertise at the venue, send out social media invites and reminders, and compose a press release to share with game bloggers and local event newspapers. It's more likely someone will run the story if they know it's happening! Here's some basic information to include on flyers and in press releases:

- Type of tournament (regional, local, etc)
- Tournament entry fee & stakes
- Tournament matchup
- Tournament teams description or history
- Killer Queen descriptive information
- Time, date, and address
- Relevant links

Team Registration

Registration for the tournament can occur online or at the event location. Typically, registration begins about an hour or so before an event. Make a pick-up list available at the tournament location for individual players to find incomplete teams.



TO FLIGHT!
TO FIGHT!

YOUR QUEEN CALLS.

GET REKT

PLAYERS FOR THE
TOURNAMENT
ARE WANTED JUNE 7

REGISTRATION BEGINS AT ONE PM
ENROLL A TEAM OR INDEPENDENT
GAMES BEGIN HALF PAST TWO
\$5 BOUNTY PER PLAYER PRIZES AWARDED
<http://on.fb.me/1FCxhFX> <http://on.fb.me/1EB1jQ6>

Flyer Credit: Josh Eklow

Tournament Structure

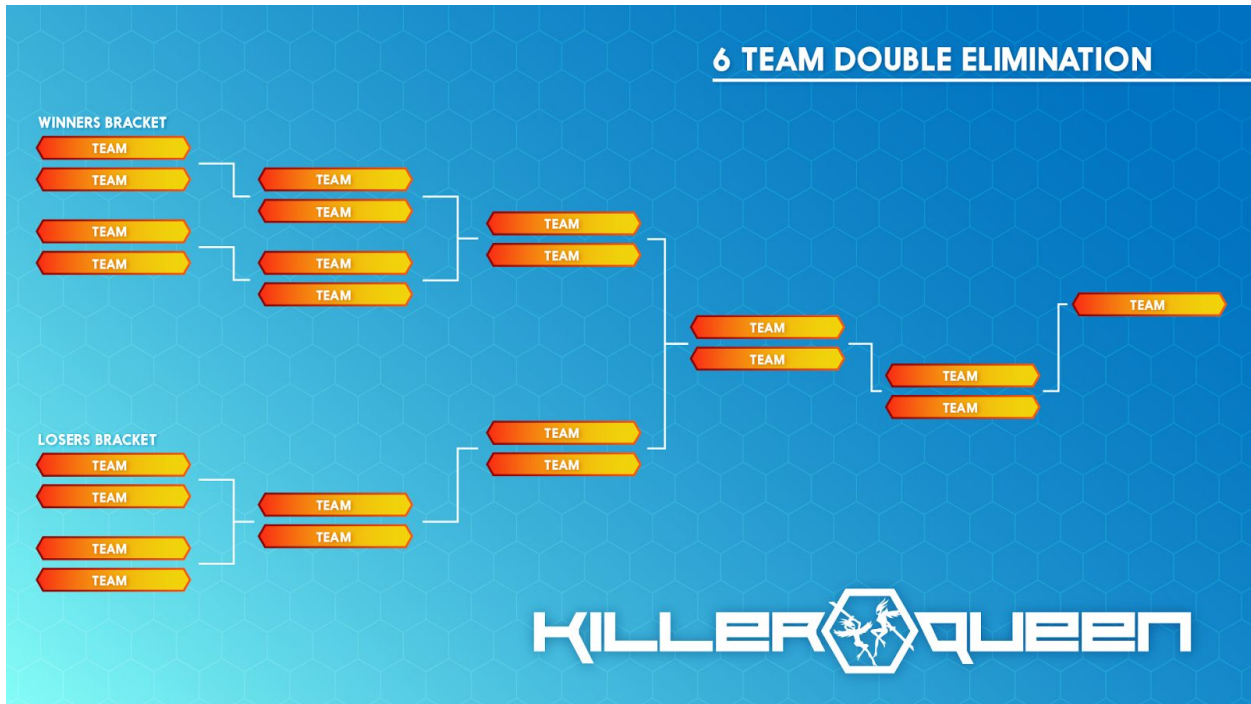
Be ready to adapt

The amount of registered teams and the actual participant count may vary at the start of the tournament. Tournament organizers must be prepared to adapt the tournament structure to the number of attending participants.

Double Elimination Brackets

Recommended for tournaments with six or more teams. Double elimination builds excitement, ending with the strongest teams. This format is action-packed and keeps the length reasonable with a large number of teams.





Example 6 Team Double Elimination Bracket Structure


Round Robins

Recommended for tournaments with five or fewer teams. Round robin is more casual than double elimination and allows everyone to play a lot, but the length increases exponentially with the number of teams.



5 TEAM ROUND ROBIN				
TEAM	WINS	LOSSES		
1				
2				
3				
4				
5				

ROUND 1	ROUND 2	ROUND 3	ROUND 4	ROUND 5
1 VS 4	3 VS 1	5 VS 3	2 VS 5	4 VS 2
2 VS 3	4 VS 5	1 VS 2	3 VS 4	5 VS 1
5 BYE	2 BYE	4 BYE	1 BYE	3 BYE



Example Round Robin Bracket Structure

Match Format

Each match in a tournament is typically played as a best-of-five or best-of-three across a variety of maps. Finals are typically played as best-of-seven or best-of-five.

Bracket organization

Most tournament organizers use online bracket management software to track the competition. Challonge is our recommended bracket system, but Brackelope is very good as well. Not only will using an online bracket make it easier for the tournament organizers to run the bracket, it will also allow those participating to follow the bracket on their phones as well as those watching a stream at home.

Capture the action

We strongly encourage you to stream the tournament. Recruit a few dynamic personalities to provide play-by-play and color commentary. It'll build excitement for future events and generate social media attention.

Tournament Peripherals

- Public-facing monitor or projector
- Tournament bracket display



14

- Webcam
- Laptop
- WiFi connection
- Stream overlays. Here's some to start with:
<http://killerqueenleague.org/StreamOverlays.zip>

Document and share

Encourage event participants to take photos and share them online. Remember post photos of the winners, both on your location's social media and on your Killer Queen group page. Photos are the best way to express the infectious friendly competition that Killer Queen whips up.



Photo Credit: Michael Esparza

Add a little personality

It's a good idea to supply commentators with index cards highlighting individual team information. Make sure to provide a list of rules or guidelines to your commentators so they understand what is and is not allowed during the broadcast. Here's some basic guidelines that Mercury Squad of Chicago uses:



- Criticism is okay, but personal attacks are not.
- The stream is not a place for airing grievances about tournament rules.
- There shouldn't be any swearing on the stream. Keep it PG-13.

Streaming setup

- 2 or 4 way splitter. Our recommendations:
 - http://www.amazon.com/Tripp-Lite-Splitter-1920x1200-B118-004/dp/B00IB4B MKY/ref=sr_1_fkmr1_2?ie=UTF8&qid=1456422983&sr=8-2-fkmr1&keywords=tripp+lite+4+way+hdm+splitter
 - http://www.amazon.com/Tripp-Lite-Splitter-Resolution-B118-002/dp/B00F9N4 CZ2/ref=sr_1_fkmr1_1?ie=UTF8&qid=1456423109&sr=8-1-fkmr1&keywords=tripp+lite+2+way+hdm+splitter
- Long HDMI cord
- Video capture card
- 2 webcams (additional webcams for commentators can be used)
- Microphone
- Powered USB hub
- Computer, with streaming software (Xsplit or OBS, Updated video tutorials are widely available for these products)
- Ethernet internet connection (for best results)

Streaming instructions

1. Connect your long HDMI cord to the HDMI splitter inside the Blue cabinet. Run it through the cord port. This can be left connected so that you won't need to open the cabinet in the future.
2. Plug this HDMI cord into your video capture card.
3. Plug the video capture card, the microphone, and one of the cameras into the powered USB hub, which should be plugged in and connected to the computer you will use to stream. Streaming software can have an issue recognizing multiple cameras from the hub, so plug the other directly into the computer.
4. Open your streaming software on the computer and find the game, as well as the two cameras, as video sources. Adjust size and placement, and use overlays as desired
5. Start streaming with your chosen software.
6. Check on your stream with another device to ensure that you are actually broadcasting.



Entry Fees and Prizes

It's not necessary, but a small entry fee (\$5 or less per player) can add excitement to a tournament. Ideally this fee goes to the winners, pays for the games, pizza, or is somehow recycled back into the community.

Cash prizes aren't necessary, but a simple trophy or medal helps make the event memorable. Some of the best prizes we've seen have been thrift-store finds or are donated from local businesses. Make sure you to try and get prizes in groups of five. Don't just reward a team for winning but award prizes for having the best name or the most spirit. Check out some of our favorites:



Photo Credit: Josh Eklow

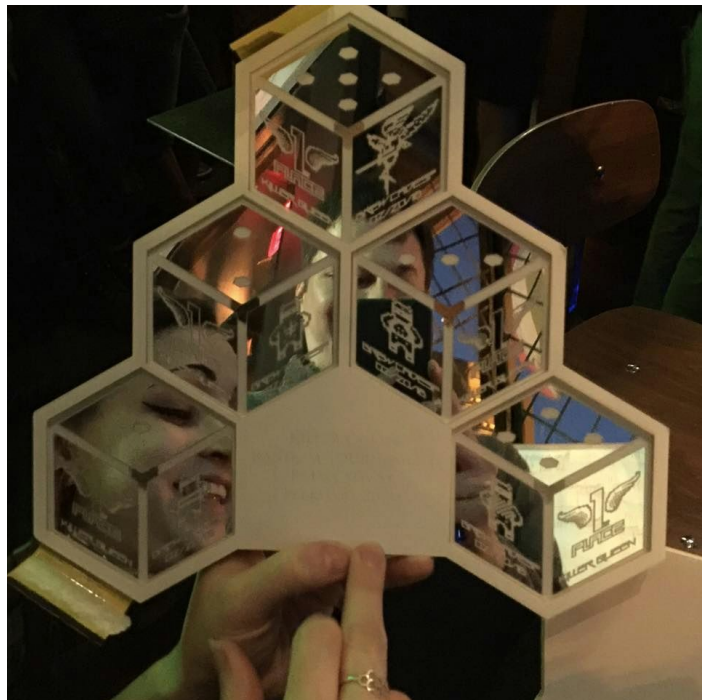


Photo Credit: Bret Stilwell





Photo Credit: Shawn Vergara



Tournament Rules

As your league grows, it can be helpful to draft rules for the tournament that are clearly stated and publicly shared. Post them on the web and at the location the day of the tournament. Provide copies to bracket organizers and commentators. We've included starter questions below:

Basic Information

- How do teams register?
- Where and when is the tournament being held?
- What are the team requirements?
- What are the guidelines and allowances for replacement players?
- Is there an entry fee?

Bracket & Schedule

- How will the bracket be organized?
- How is the tournament structured?
- What are the allowances and guidelines for timeouts?
- How are team matchups decided and structured?
- How does a team win the tournament?

Matchplay

- How are maps and team colors chosen?
- How much time is there between rounds?
- How much time is there between matchups?

Gameplay

- Are there any forbidden actions?
- What are the penalties for performing a forbidden action?

Miscellaneous

- Are there any rules or guidelines that the venue would like you to express?
- What types of exceptions can the tournament organizer rightfully make?

To get started, you can use our example tournament rules. Feel free to tailor them to your scene! <http://killerqueenleague.org/SampleTournamentRules.pdf>



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Special thanks

Killer Queen Mercury Squad Chicago

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Killer Queen Mercury Squad Phoenix

Killer Queen San Francisco

Killer Queen NYC

Arcade Super Awesome

BumbleBear Games is proud of the Killer Queen Leagues our game has inspired. Our goal is to create an active and energized community in every state and we appreciate you helping us make it happen!

Thank you for your interest in Killer Queen!

- Josh DeBonis and Nikita Mikros, BumbleBear Games

Contact us! We will list your links on our website and help promote your streams.

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