

SMTX Chess Club

President: Jeremy Lovelace

Vice-President: Jack Parker

Secretary: Ben Austin

Treasurer: Ross McEwen

Community Outreach: Lily Reeves





SMTX Chess *CLUB*

About Us

The SMTX Chess Club is a 501(c)(3) nonprofit organization dedicated to spreading the joy and benefits of playing chess to EVERYONE in Hays County FREE OF CHARGE no matter age, socio-economic status, or any other typical barrier to entry for fun and educational community activities. We are also working on community outreach activities such as donating chess equipment to various existing scholastic chess clubs and senior centers around San Marcos, holding community chess events on the square, offering free chess lessons, and many other things. An eventual goal is to help facilitate a true "chess-in-the-schools" program for SMCISD and surrounding districts as well as a chess program in the Hays County Jail and/or Juvenile Detention center to use chess as a catalyst for change.

Where We Win

Financial Equity Drives Participation

- San Marcos median income ~\$48,000/year
- Annual chess costs can exceed \$1,000/yr, making **participation unaffordable**.

Chess as a tool for Cognitive and Social Growth

- Chess **enhances critical thinking**, problem-solving, and emotional resilience.
- Access to **structured learning is often paywalled**, limiting these benefits to wealthier players.

Breaking Social and Systemic Barriers

- Chess clubs and tournaments often **deter beginners, women, minorities**, and rural Central Texans.
- Seniors and Incarcerated individuals face unique access challenges.

Long-term Community Impact

- High costs and limited access hinder chess's ability to **unite communities** and tackle issues like **youth disengagement** and **recidivism**



Benefits of Chess

Community

A FREE local chess club helps to build community and fulfill the human need for engaging, in-person, social activity

Memory

Research has shown that chess can help improve memory and may offer protections against dementia and Alzheimer's

Creativity

Research has shown that chess can help increase the ability to exercise divergent and creative thinking

Confidence and Resilience

Playing, studying, and competing in chess helps develop a sense of confidence, and struggling with the complexity of chess helps build resilience

Planning and Patience

Research has shown that chess can help improve planning skills and patience in other activities

Improve ADHD

Research has shown that regularly playing chess can help reduce the symptoms of ADHD

Chess in Schools

Research has shown that chess in schools is an effective and low-cost way to benefit students socially, emotionally, and academically. In a study of 4,000 students, it was shown that chess can significantly increase IQ

Fun

Chess is just plain fun!



Goals Overview



Already Achieved

- Developed chess as science, art, and recreation, with the goal of having it become a significant element of culture in Hays County
- Created a warm, welcoming environment that spreads the joy and benefits of chess to everyone with NO barriers to entry, regardless of age, socio-economic status, or any other factor
- Have regular monthly unrated tournaments to help foster friendly competition and drive interest in diving deeper into studying the game
- Created regular educational lessons and instructional programs that are free of charge for the community to learn and improve at chess

Short-Term

- Host quarterly USCF (United States Chess Federation) rated tournaments that give members the ability to be nationally rated
- Coordinate with existing scholastic chess clubs in the SMCISD to help provide advice and support and to donate chess equipment and chess learning materials as needed
- Coordinate with schools, the university, hospitals, rehabilitation centers, senior centers, recreation departments, and other institutions, for the purpose of helping and supporting them in the creation of their own chess activities

Long-Term

- Work to help facilitate a true "chess-in-the schools" program in all of Hays county
- Double the quantity and attendance of USCF rated tournaments
- Double the number of days per week the chess club meets to better serve the unique needs of the individuals in our community
- Significantly increase our community outreach plans and abilities
- Double the number of regular members that attend the club meetups
- Become a significant hub for chess in the Central Texas area

Financials

Projected Primary Budget	2025
Base Expenses	PER YEAR
Website domain & hosting	\$20.00
Website hosting	\$100.00
Club meetup snacks	\$570.00
Liability insurance	\$315.00
Chess learning materials	\$200.00
Equipment replacements/additions	\$400.00
Rainy day fund	\$400.00
Community Outreach	
Donating USCF memberships to underprivileged members	\$600.00
Donating chess equipment for charitable programs	\$400.00
Donating chess learning materials for charitable programs	\$400.00
Yearly Fundraising Goal	\$3,400.00

Projected Rated Tournament Budget	Quarterly	2025
Expenses	PER EVENT	PER YEAR
Submissions to USCF for ratings	\$35.00	\$140.00
Prize pool	\$375.00	\$1,500.00
Trophies	\$200.00	\$800.00
Ad printing for sponsors	\$25.00	\$100.00
Marketing	\$20.00	\$80.00
Snacks/Food/Drinks	\$95.00	\$380.00
Venue Rental for 2-days	\$1000.00	\$4000.00
<u><i>ALL RATED TOURNAMENTS ARE FREE AND OPEN TO EVERYONE</i></u>		
Total Tournament Sponsorship Goals	\$1750.00 / Event	\$7,000.00

TOTAL YEARLY FUNDRAISING GOAL \$10,400.00

Funding Plan

Base Expenses and Community Outreach

- Individual donations from members. This is always 100% optional as the SMTX Chess Club will ALWAYS be free with no barriers to entry for anyone.
- Individual donations from people that support what we are doing and want to help us reach our goals.
- Businesses that support our community outreach and want to help us reach our goals.
- Federal grants that may be possible with our 501(c)(3) status

FREE USCF-Rated Tournament Expenses

- Business sponsorship on a per tournament basis or specified quantity of tournaments for venue fees, food sponsorship, prize money, and trophies.
- Regional Tournament Directors willing to volunteer their time.



“They [SMTX] believed in me. That helped a lot. Ben [Austin] became my first real coach and helped me fall in love with the game.”

- Leo Jackson

National Mexican Independence Day Under-11 Champion

Tournament Sponsorships for Businesses



- 4" x 3" board number place cards with your business name and logo at every board (10-25 boards per tournament)
- Printed advertisements on walls and tables at the event
- Any additional marketing materials already owned by the business can be displayed at the event (subject to approval)
- Recognition of the business' support on the SMTX Chess Club website, Facebook page, all other social media sites, and in all advertising we run for the event
- Announcement of your business by name and its support at the start, end, and before each break during the event
- Regular exposure to all chess club members and their friends and families
- Custom chess boards with the business logo printed on two corners of the board is available for an extra initial fee, but the boards will be saved and reused for future events sponsored by the business
- Tax write off on all donations due to our status as a 501(c)(3) nonprofit organization



Meet Our Team



Jeremy Lovelace
President



Jack Parker
Vice-President



Ben Austin
Secretary



Ross McEwan
Treasurer



Lily Reeves
Community Outreach



Summary

The SMTX Chess Club wants to build a vibrant, diverse, and thriving community that brings the joys and benefits of chess to everyone. The organization is run with a 100% volunteer team that truly believes in what we are doing. The only way we can succeed in our goals is through the support of people like you.

Thank You

The SMTX Chess Club

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