

DRAFT NIGHT FRANCHISE BRIEF

Beijing United BJU



Division: Eurasia East

Media Market Size: Large

Divisional Rival: The Mumbai Moguls

Interdivisional Rival: Hong Kong Riot

Beijing United has the largest Media Market in East Asia. Unfortunately that makes them an easy target to team up against. Indeed, the smaller teams in the League seemed to be naturally inclined to dislike Beijing United. The proposed reforms of these infantile and rebellious franchises must not be humored according to most of Beijing's upper management.

Owner Known for Being:
a League Stalwart

Color Palette:



Bright Red#D0021B



Bright Yellow#F8E71C

Accent Color: n/a

Mascot:

Sunny Tzu the Jolly 'Total Warrior'

Logo Notes:

Ancient Beijing United Logo
- meaning unknown, possibly a symbol for a celebration

Division Rival Notes:

(The Mumbai Moguls)

This rivalry appears to be more of a clash of personalities at the top. The Mumbai Moguls are a relatively new franchise which emerged after decades of talk of expanding into India. Beijing wanted to elevate their "farm team", Delhi United, to form the next Expansion but a conspiracy of other zillionaires looking to break into the League beat Beijing to it. The normally kosher fan base have also disliked the gaudy displays of wealth by the owners and the strange color palettes used by the team for its logo and stadium. "They're like ugly peacocks!" one superfan told a paper.

Interdivisional Rival Notes:

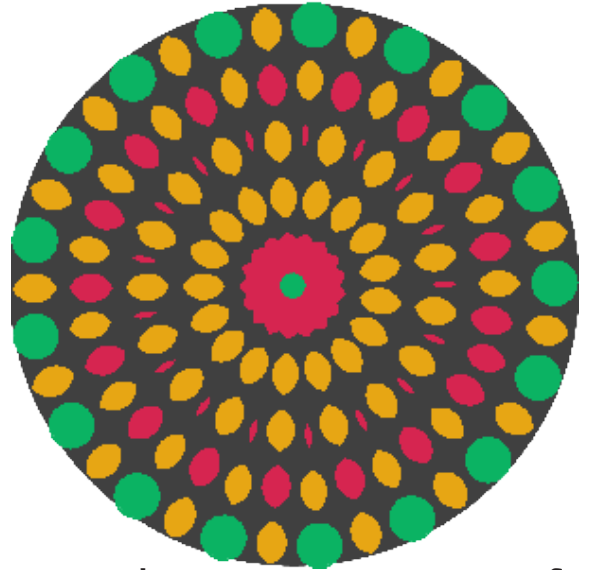
(The Hong Kong Riot)

Hong Kong was one of the "last bastions" which resisted the emergence of the World Government. It's a legacy they're obnoxiously proud of. They seem to like "sticking it" to the BJU whenever and however possible, like a mosquito you can't quite swat. As the BJU, you'd like the Hong Kong Riot to be realigned into the Eurasia East division because it geographically falls right smack dab in the middle of it's Eurasia East division territory. The HKR-BJU rivalry game is known as the "Beast of the East Showdown"

DRAFT NIGHT FRANCHISE BRIEF

The Mumbai Moguls MM

Division: Eurasia East
Media Market Size: Large
Divisional Rival: Beijing United
Interdivisional Rival: The London Elite



The Moguls are the most recent expansion to the League. Known for their "gross displays of gross product", the Moguls as a franchise and as individuals have a penchant to party and party loud. Some doubt the ultimate sustainability of their "capital-intensive" management style. And after the sheen of a new franchise wears off, will the parties continue if the team has a losing record?

Owner Known for Being:
Lavish

Mascot:
n/a

Logo Notes:
The M.M. Mandala

Color Palette:



Emerald Green#0BB363



Deep Gold-Orange#E7A614

Accent Color:



Garnet Red#D62550

Accent Color:



Steel Grey#424242

Division Rival Notes:

(Beijing United)

For decades Beijing United tried to elevate their associated farm team, Delhi United, to be the next expansion team into India. A conspiracy of mostly South Asian zillionaires beat them to the punch. The culturally different fan bases also seem to be naturally opposed to each other. The Mumbai Investors seem to flaunt their wealth and its fan base's week-long "tailgates" are legendary and infamous for being messy, disorganized affairs.

Interdivisional Rival Notes:

(The London Elite)

Historic grudges die hard! The Mumbai fan base celebrates heartily when they beat the London Elite and mourns excessively when they do not. The London Elite Management also tend to lean conservative on many league policies, frequently falling opposite to the Moguls. Also the owners are stuffy.

DRAFT NIGHT FRANCHISE BRIEF

The Jakarta Tobacco Monopoly JTM



Division: Eurasia East

Media Market Size: Medium

Divisional Rival: The Osaka
Underground

Interdivisional Rival: Pride of Lagos

Sponsored by the official World Government sanctioned Tobacco Cartel of Southeast Asia (HQ in Jakarta), the higher-ups of the Jakarta Tobacco Monopoly seems to be more concerned with advertising for its parent company than actually winning the game. They have a loyal fan base nonetheless. Puff the Cigar is a particularly popular mascot by League standards.

Owner Known for Being:
Frugal

Color Palette:

 Dark Brown#400000

 Forest Green#008000

Accent Color:  Gold#FFC90E

Mascot:
Puff the Cigar

Logo Notes:
A fine JTM cigar

Division Rival Notes:

(The Osaka Underground)

Osaka's Upper-Management thinks a rivalry with an "advertising gimmick aimed inappropriately at children" is beneath the stature of the League and undermines its prestige. They dislike that they ended up with JTM as their rival. We'll show them, the snobs! Also, how can they claim our mascot is inappropriate when their mascot is an implied murderer??

Interdivisional Rival Notes:

(The Pride of Lagos)

The Jakarta-Lagos rivalry can be traced back to a single incident of mascot-on-mascot humiliation, when Puff the Cigar pulled the pants of King the Lion down to reveal the Lion's royal briefs. When King bent down to pull up their pants, the crown fell off. It was hysterical and attempts to replicate the act are made every rivalry game - much to the chagrin of the Lagos fan base, who view themselves as befitting of a greater respect.

DRAFT NIGHT FRANCHISE BRIEF

The Osaka Underground OSU

Division: Eurasia East

Media Market Size: Small

Divisional Rival: The Jakarta
Tobacco Monopoly

Interdivisional Rival: Riyadh Energy



Osaka Underground is a family-owned operation that has been passed down for generations. They're an old franchise whose management is oftentimes simultaneously embracing new technologies and tactics, but shunning impactful structural reforms. They're mascot, "Crazy Kiyoshi the One-Eyed Yakuza", is a comedic gangster who's always getting into trouble. Historians point out the absurdity of this interpretation of the Yakuza and their brutality, but who listens to historians these days?

Owner Known for Being:

Old School

Color Palette:



Blood Red#BB002D



White#FFFFFF

Accent Color:



Black#000000

Mascot:

Crazy Kiyoshi the One-Eyed
Yakuza (Comedic)

Logo Notes:

"The Underground Sun"

Division Rival Notes:

(The Jakarta Tobacco Monopoly)

The Jakarta Tobacco Monopoly's thematic branding is inappropriate by contemporary standards and undermines the prestige of the League. Why should a proud and historic franchise like the Underground have to demean itself by declaring it to be rivals with a franchise whose mascot is a kid-friendly dancing cigar?

Interdivisional Rival Notes:

(Riyadh Energy)

The most recent Owner of the Osaka franchise once looked to the Crown Prince and Owner of the Riyadh Energy for advice and mentoring, giving respect and deference to the eager teacher. This made Osaka's sudden surge in performance on the field a bitter pill to swallow for the Riyadh fan base. Had Osaka just copied all of their tactics and made them better? So much for deference! The mentor-student relationship was strained further when the Osaka Owner lost money from investing in a failed Riyadh Solar Panel Initiative.

DRAFT NIGHT FRANCHISE BRIEF

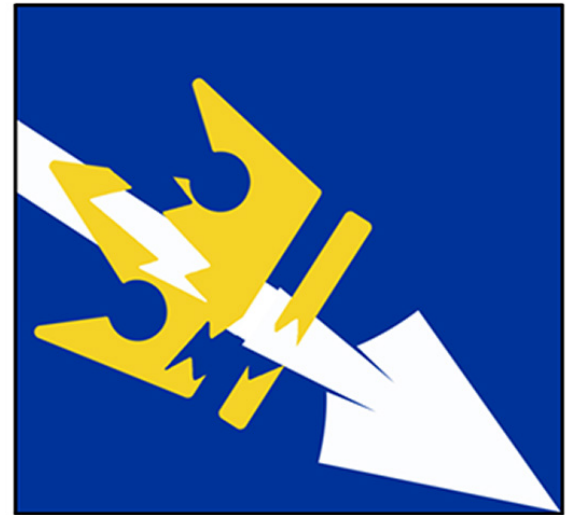
The French Revolution FRV

Division: Eurasia West

Media Market Size: Medium

Divisional Rival: The London Elite

Interdivisional Rival: Anaheim VC



Formerly known as the "France Royale", the French Revolution recently have gone under a violent change in leadership. An aggressive corporate takeover was coupled with riots, conspiracy, mass demonstrations, and (allegedly) three assassination plots. The franchise has the only "worker-owned cooperative" corporate structure in the League, whose founding Articles of Incorporation technically forbade the practice of worker-ownership.

Owner Known for Being:
Ethical

Mascot:

Louis the Headless Noble
(Comedic)

Logo Notes:

"Sic Semper Tyrannis" Symbol
of Spear Breaking Crown

Division Rival Notes:

(The London Elite)

The London Elite have been the rivals with the League Franchise based in France since nearly its founding. However, since the league now represents a global game, London and France appear to be gradually cutting into each other's natural media markets. A sense that "there's simply not enough room for the both of them" is rising among the League elites. Of course, the French Revolution should stay and London Elite should leave. Additionally the French Revolution was founded (restructured?) as unique worker-owned model of corporate organization. This goes against the League's original Articles of Incorporation and Freedom. The London Elite, as a naturally conservative franchise, dislike this worker-owned model and would like it to continue not being formally recognized by the League.

Interdivisional Rival Notes:

(Anaheim VC)

The entire corporate leadership of Anaheim Venture Capital talk a big game. Words like "disruption", "bootstrap", and "thought leader" seem to leap out of their vocal holes like popcorn. They once perceived themselves as revolutionaries in their rivalry games against France Royale. It's time to show them what a real revolution can do!

Color Palette:



Blue#003399



Yellow#F5D327

Accent Color:



White#FFFFFF

DRAFT NIGHT FRANCHISE BRIEF

The Hong Kong Riot HKR

Division: Eurasia West

Media Market Size: Small

Divisional Rival: The Murmansk
Convoy


Interdivisional Rival: Beijing United



Hong Kong was one of the "last bastions" which resisted the emergence of the World Government. The aesthetic combines decades of western and eastern punk fashion. The World Government seems to tolerate the blatantly pro-chaos/anti-authority messaging of the franchise, viewing it as a way for the discontent populace of the region to let off steam. The Franchise management seems to have capitalized on the punk-chic branding, much to the chagrin of actual anti-authoritarian forces around the globe. "Nothing says anarchy like branded sneakers" quipped one Convoy superfan sarcastically.

Owner known for Being:
Extreme

Color Palette:

 Black#000000

 Hot Pink#BD10E0

Accent Color:  White#FFFFFF

Mascot:

A 'Riot' of Protesters

Logo Notes:

Anarchist "A"

Division Rival Notes:

(The Murmansk Convoy)

The Murmansk Convoy used to be one of those "contractually obligated" rivals that were mostly for show but it appears that the Convoy's fan base have grown to actually dislike the Riot. Indeed the traveling fans seemed to have developed a reputation for mayhem. "They whiz in my garden and bark at my dog" said one Murmansk local.

Interdivisional Rival Notes:

(Beijing United)

The historic geopolitic rivalry between Hong Kong and Beijing fed intense sports rivalries of all kinds. The Hong Kong Riot Franchise celebrates Hong Kong's legacy of resistance to overbearing governments which also encompasses its fierce resistance to the current World Government. Beijing United dislikes what the Riot stands for and also dislikes how often the Riot franchise "grandstands" over menial issues. However, true Riot fans know that standing up to oppressive authorities is never menial! Tangentially, there's an ongoing dispute regarding the divisional status of the Hong Kong Riot, which is in Eurasia West even though it's geographically located in the East of Eurasia. Beijing has led the efforts to reclassify HKR as a Eurasia East franchise.

DRAFT NIGHT FRANCHISE BRIEF

The London Elite LEL

Division: Eurasia West

Media Market Size: Medium

Divisional Rival: The French
Revolution

Interdivisional Rival: Mumbai Moguls

Based in Central Business District of the London Metro region (the walled City of London), and partly owned by the "City of London Corporation" - the London Elite sports a proud heritage. Saturated with what outsiders describe as esoteric hereditary titles and confusing interlocking guild structures, nobody outside the franchise can really explain how the franchise functions. The current Owner (or Duke of Nottingham according to internal documents) has skillfully piloted the franchise as a conservative power in the League boardrooms and a powerhouse on the field. The recent dissolution of their former rivals, France Royale, in part speaks to the superiority of the Elite over other franchises in the league.

Owner Known for Being:

Realist

Mascot:

Some old guy ("John Law") with
an oversized wig

Logo Notes:

Elite Top Hat

Color Palette:



Union Blue#0000A0



Jack Red#ED1C24

Accent Color:



White#FFFFFF

Division Rival Notes:

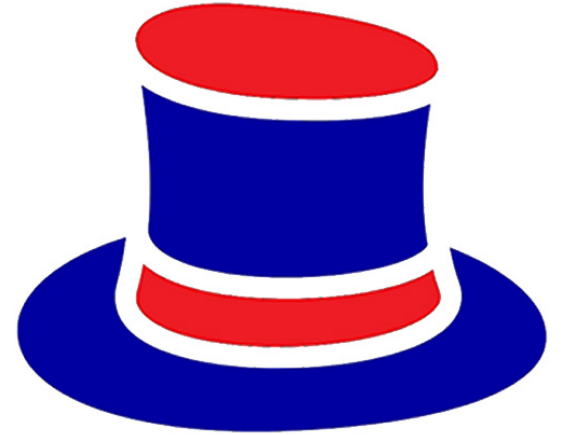
(The French Revolution)

The French Revolution was previously known as "France Royale". The deep and bitter rivalry between the London Elite and the French Royale is now remembered as gentlemanly and nostalgically. The new rivalry is just as intense and more bitter. The French Revolution also importantly to be self-organized as a worker-owned cooperative, which flies in the face of League's own Articles of Incorporation and Freedom.

Interdivisional Rival Notes:

(The Mumbai Moguls)

Historic grudges die hard! In addition to the historic love-hate-colonization relationship between the two fan bases, there's also a general consensus that the owners of the mogul are overly lavish and gaudy. There's a certain aura of "new rich" about them.



DRAFT NIGHT FRANCHISE BRIEF

The Murmansk Convoy MCV



Division: Eurasia West

Media Market Size: Medium


Divisional Rival: Hong Kong Riot


Interdivisional Rival: Charlotte
Military-Industrial Complex


The Convoy, so legend has it (records have been lost), was originally an expansion team pioneered by either the mythical Washington D.C. Arsenal of Democracy franchise or the equally mythical Minnesota Vikings. We'll never know for certain. What is certain is that the Murmansk media market of the Convoy love the sport and it shows in their management. The Franchise overall has a proud and sports-focused heritage - sometimes clashing with the League policies around cultural and business issues.

Owner Known for Being:
a League Disruptor

Color Palette:

 Arctic Blue#095681

 White#000000

Accent Color:  Turquoise#46DBC6

Mascot:

The Convoy

Logo Notes:

Convoy Flagship

Division Rival Notes:

(The Hong Kong Riot)

Seemingly always willing to put up massive resistance against the tiniest slights or perceived threats, the Hong Kong Riot is infantile, tiresome and "extra". Their fans are obnoxious and always wreck things, and their Owner is a HUGE hypocrite - capitalizing off a fashion of anarchy. "Nothing says anarchy like branded sneakers" said one Convoy superfan sarcastically. You've tried to maintain civility between the two fan bases but fights always seem to break out.

Interdivisional Rival Notes:

(The Charlotte Industrial Complex)

What has been described unceremoniously as "the biggest dick-waving contest in sports", the Rivalry of Steel between the Murmansk Convoy and the Charlotte Military-Industrial Complex has increased in spectacle to the point of being barely logistically feasible, let alone financially profitable. An arms race some call it. Lunacy others call it. Whatever it is, it's huge.

DRAFT NIGHT FRANCHISE BRIEF

Anaheim VC AVC

Division: North America

Media Market Size: Large

Divisional Rival: The Charlotte
Military-Industrial Complex

Interdivisional Rival: The French
Revolution



Anaheim Venture Capital takes spiritual inspiration from the revolutionary spirit of the Technological Titans of the previous era and their corporate philosophy of disruption. They're here to actualize core competencies and evangelize the glory of high impact thinking.

Owner Known for Being:

Extreme

Color Palette:



Yellow-Orange#FFC000

Mascot:

The Business Partners of
Jack Venture, the Venture
Capitalist, and Angela, the
Angel Investor



Black#000000

Accent Color: n/a

Logo Notes:

Team Initials - Stylized

Division Rival Notes:

(The Charlotte Industrial Complex)

Anaheim Venture Capital and the Charlotte Military-Industrial Complex are likely the oldest rivalry in League history (records were lost). The rivalry certainly has seen its ups and downs. Recent highlights include the defection of the Vice President of Finances from Charlotte to Anaheim (which led to an extensive government audit of CMIC accounts), the hooligan-led theft of the CMIC's F-22, and that time CMIC fans dressed coordinated their outfits to form a giant QR code which 'hacked' optics of opposing athletes and Anaheim's stadium cameras, leading them to a fake website making fun of Anaheim's extensive use of corporate jargon.

Interdivisional Rival Notes:

(The French Revolution)

A recent change in ownership, rioting, alleged assassination plots, and hostile corporate restructuring has re-branded "France Royale" Franchise as "The French Revolution" - a new "worker-owned cooperative" franchise. This tonally messes with the rivalry dynamic you have with the team. Back when they were France Royale, Anaheim was perceived as the young and exciting franchise who was destined to bring down the older franchises through innovation and disruption. Now that they're the hot new franchise brand, what does that make Anaheim? A bunch of archaic yuppie dinosaurs whose revolution only perpetuated the status quo??

DRAFT NIGHT FRANCHISE BRIEF

Mixcoatl Mexico City MXC

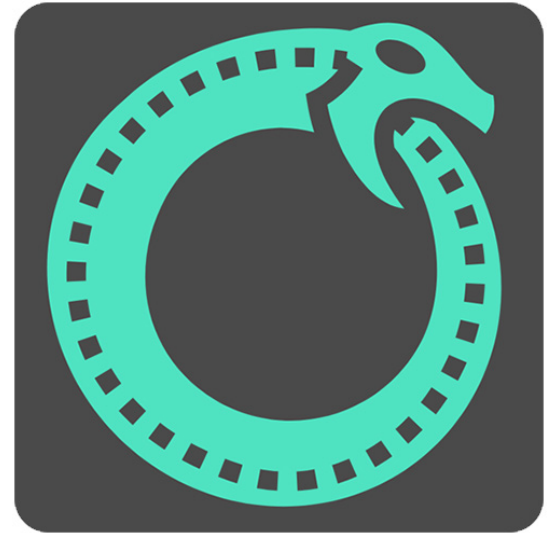
Division: North America

Media Market Size: Small

Divisional Rival: Toronto United

Interdivisional Rival: São Paulo

Interestelar



Mixcoatl literally means "cloud serpent" and is the traditional God of the Hunt and Milky Way for many mesoamerican cultures. Ironically, the god Mixcoatl has a human form and was frequently portrayed battling a snake - such cultural nuances seems to have been strategically ignored. Culturally distinct from the rest of the North American division and fierce rivals with the only other non-English speaking franchise in the Western Hemisphere, Mexico City adapts to find opportunistic alliances as to avoid being isolated.

Owner Known for Being:
a League Disruptor

Color Palette:



Dark Grey#4A4A4A



Bright Turquoise#50E3C2

Mascot:

Mixcoatl the God of the Hunt

Accent Color: n/a

Logo Notes:

"Mixcoatl" Symbol

Division Rival Notes:

(Toronto United)

Toronto United used to be known as the Toronto Great Lakers. Enterprising fans seized on the water theme of a cloud serpent and Great Lakes. However, the Great Lakers Franchise moved to Johannesburg in South Africa - an area with no natural bodies of water nearby. You'd like to revive what once was a fun rivalry but there's a certain apathy about a rivalry with a new unestablished franchise with little history. All historic rivalries have to start somewhere! Beating the other team into submission on the field would be a good start!

Interdivisional Rival Notes:

(São Paulo Interestelar)

São Paulo Interestelar and Mixcoatl Mexico City share the fiercely competitive Latin American Media Market and exaggerations are frequently made about the disputes between the two franchises. It's rumored that players of the two teams are contractually obliged to never publicly acknowledge that they're friends with each other off-the-field. It's difficult to tell when the drama stems from media hype or ruthless market rivalry.

DRAFT NIGHT FRANCHISE BRIEF

The Charlotte Military-Industrial Complex CMC

Division: North America

Media Market Size: Large

Divisional Rival: Anaheim VC

Interdivisional Rival: Murmansk Convoy

Maybe it's the size of their stadium (huge) or the length of their pre-game shows (long) that leads some (many) call the Charlotte Military-Industrial Complex the most insecure franchise in all of sports. Charlotte as a brand appeals to a nostalgic time when the proto-World Governments and partnered with the captains of industry to harness the awesome power of military technology and free-market economics to vanquish the enemies of Freedom. There still is a market for weaponry to fight dissident groups - it's just not quite as glamorous.



Owner Known for Being:

Détente (in terms of League Foreign Policy)

Color Palette:

Blue#48BAFF

Black#000000

Accent Color: Gold#E7A623

Accent Color: Pale Green#BfE0B5

Mascot:

F-22

Logo Notes:

Recent brand initiative

Division Rival Notes:

(Anaheim VC)

Anaheim Venture Capital and the Charlotte Military-Industrial Complex are likely the oldest rivalry in League history (records were lost). The rivalry certainly has seen its ups and downs. Recent highlights include the defection of the Vice President of Finances from Charlotte to Anaheim (which led to an extensive government audit of CMIC accounts), the hooligan-led theft of the CMIC's F-22, and that time CMIC fans dressed coordinated their outfits to form a giant QR code which 'hacked' optics of opposing athletes and Anaheim's stadium cameras, leading them to a fake website making fun of Anaheim's extensive use of corporate jargon.

Interdivisional Rival Notes:

(The Murmansk Convoy)

What has been described unceremoniously as "the biggest dick-waving contest in sports", the Rivalry of Steel between the Murmansk Convoy and the Charlotte Military-Industrial Complex has increased in spectacle to the point of being barely logistically feasible, let only financially profitable. An arms race some call it. Lunacy others call it. Whatever it is, it's huge.

DRAFT NIGHT FRANCHISE BRIEF

Toronto United TU

Division: North America

Media Market Size: Small

Divisional Rival: Mixcoatl Mexico City

Interdivisional Rival: Johannesburg Great Lakers




Toronto United is the newest franchise in the League, only emerging after the previous Toronto-based franchise, the Toronto Great Lakers, moved to Johannesburg to become the Johannesburg Great Lakers. The move galvanized the city and many lost faith in the League altogether. The new franchise, Toronto United, is struggling to capture its previous share of the market.

Owner Known for Being:
a League Stalwart

Mascot:
n/a

Logo Notes:
CN Tower with Team Initials

Color Palette:

 Lilac#D298EC

 Black#000000

Accent Color:  White#FFFFFF

Division Rival Notes:

(Mixcoatl Mexico City)

Mixcoatl Mexico City was the historic rivalry of the Toronto Great Lakers. Fans seized on the motif of water between the two mascots, as Mixcoatl is a cloud serpent. The new official franchise has no history of rivalry as it has barely any history!

Interdivisional Rival Notes:

(Johannesburg Great Lakers)

The fan base hates and despises the Johannesburg Great Lakers for leaving their city. The Franchise Owner argued the media market was simply too small but in hindsight, the move seemed to fulfill the original Owner's lifelong pursuit of lowering their tax burden. The city always hated the tax breaks the original owner squeezed out of the region. The original Owner's move to Johannesburg and the franchise's ongoing refusal to lease the old branding to the new Toronto franchise has caused extreme bitterness. There's a sense that the Johannesburg franchise is "holding The Admiral hostage" (The Admiral being the original mascot for Toronto).

DRAFT NIGHT FRANCHISE BRIEF

Johannesburg Great Lakers JGL

Division: Southern Division

Media Market Size: Small

Divisional Rival: Pride of Lagos

Interdivisional Rival: Toronto
United



The recently relocated franchise formerly known as the Toronto Great Lakers made a splash when they announced the move. The process which followed the announcement was ugly. To avoid a riot from breaking in and stealing a lot of the Great Lakers memorabilia, the final move was made hastily in an unannounced summer evening. The bad blood between Toronto and its former franchise has yet to settle.

Owner Known for Being:

Frugal

Color Palette:



Tan#FFE0AF



"Calm Sea Blue"#4A90E2

Accent Color:



White#FFFFFF

Accent Color:



Navy Blue#1C3254

Mascot:

The Admiral

Logo Notes:

The Admiral in full naval attire

Division Rival Notes:

(The Pride of Lagos)

As a recently relocated franchise with an admittedly tarnished reputation, the Upper Management of JGL craves legitimacy and respect. However, the Pride of Lagos has failed to deliver that respect in your humble opinions. You were excited to be contractually assigned the Pride as your division rival because of their upstanding reputation, but it appears that the majority of the fan base appears to view your franchise as the "heel" or to put it in other terms, the bad guy. They don't understand how hard the move was to pull off and don't grasp the pressures the franchise was under to relocate - and they possibly never will. But as your grandpa used to say, "if you can't treat each other as equals, don't".

Interdivisional Rival Notes:

(Toronto United)

The middle-of-the-night move from Toronto to Johannesburg left a lot of bad blood in the waters of Ontario. In fact, the new franchise appears to be hellbent on proving themselves better. Admittedly our Owner is not helping the situation by refusing to lease the rights to the Great Lakers brand to the new Toronto franchise. "They're holding The Admiral hostage!" appears to be a common refrain among local talk show hosts. However, there appears to be some perverse monetary incentives to maintain the mutual hatred. After all, hatred does seem to push merchandise.

DRAFT NIGHT FRANCHISE BRIEF

Riyadh Energy RYE



Division: Southern Division

Media Market Size: Medium

Divisional Rival: São Paulo

Interestelar ('Interstellar')

Interdivisional Rival: Osaka

Underground

Bankrolled by the Crown Prince of Glass (named for his investments in Solar panels), Riyadh Energy is on a bit of a bad luck streak. After the first winning season in recent memory, a number of upper management of the Energy franchise were poached by division rivals, Towering São Paulo. Off the field, it appears that ironically the desert might be getting too hot for the massive solar farms - melting them and diminishing their effectiveness. The League pulled its energy contract with Riyadh Energy Incorporated after an embarrassing mid-game blackout.

Owner Known for Being:

Aggressive (in terms of League Foreign Policy)

Color Palette:



Yellow#F8E71C



Dark Grey#4A4A4A

Accent Color:



White#FFFFFF

Mascot:

Sunny

Logo Notes:

The Riyadh Energy Inc. Sun Logo

Division Rival Notes:

(São Paulo Interestelar)

While this contractual rivalry is one of the longest and most good-spirited in the league, recent events have severely soured the relations between the previously jovial rivals. Last year a large chunk of Riyadh Energy upper management left and took a huge swathe of the upper-middle and true middle management with them. They say Riyadh Energy's chief financier and CEO of Riyadh Energy Incorporated, also known as the Crown Prince of Glass for his solar panel empire, had a heart attack when he heard of the mass corporate poaching. It's uncertain if the relationship will return to normal or if one of the friendliest rivalries in the League will turn bitter.

Interdivisional Rival Notes:

(The Osaka Underground)

The most recent Owner of the Osaka franchise once looked to the Crown Prince for advice and mentoring, giving respect and deference to the Crown Prince. This made Osaka's sudden surge in performance on the field a bitter pill to swallow for the Riyadh fan base. Had Osaka just copied all of their tactics and made them better? So much for deference! The mentor-student relationship was strained further when the Osaka Owner lost money from investing in a failed Riyadh Solar Panel Initiative.

DRAFT NIGHT FRANCHISE BRIEF

The Pride of Lagos POL

Division: Southern Division

Media Market Size: Large

Divisional Rival: Johannesburg
Great Lakers

Interdivisional Rival: The Jakarta
Tobacco Monopoly



There's no denying it, the Pride fan base is proud. It appears decades of being proud certainly changes the culture. Outsiders claim that cultural norms around pride and the increasing etiquette around the genuflecting to ceremonially display mutual respect have reached comedic levels. Can respect be consensual if it's demanded? Can mutual respect be achieved if it doesn't tolerate the modes of respect utilized by those not in the Pride? How can outsiders properly respect the Pride if they're too busy eating our dust? All important questions.

Owner Known for Being:

Aggressive (in terms of League
Foreign Policy)

Color Palette:



Pale Gold#EEE8AA



Medium Grey#333333

Mascot:

King the Lion

Accent Color:



Burnt Orange/Brown#C55A11

Logo Notes:

Crowned Lion Emblem

Division Rival Notes:

(Johannesburg Great Lakers)

Lagos used to have the Sub-Saharan Africa media market locked down before the "Great Lakers" franchise moved from Toronto to Johannesburg (which does not have lakes, or a river). The Pride fought this move not only because it encroached on its territory but because the Franchise did so in such a crass and mean-spirited way. The league should not value activity for which itself cannot endorse with Pride.

Interdivisional Rival Notes:

(The Jakarta Tobacco Monopoly)

Sponsored by the official World Government sanctioned Tobacco Cartel of Southeast Asia (HQ in Jakarta), the Jakarta Tobacco Monopoly seems to be awfully concerned about advertising for its parent company. You dislike their affinity for marketing, the sheer ridiculousness of their brand, and the stupid mascot which always does this thing at the rivalry games where it pulls King the Lion's pants down before running away. Many of those who dress as King the Lion simply aren't dexterous enough to pull their pants back up while not letting the crown fall off their head.

DRAFT NIGHT FRANCHISE BRIEF

São Paulo Interestelar (*'Interstellar'*) TSP

Division: Southern Division

Media Market Size: Medium

Divisional Rival: Riyadh Energy

Interdivisional Rival: Mixcoatl
Mexico City

São Paulo is the sole franchise in South America - a position which shows both the limitations of the South American Media market and its cultural ubiquitousness in the region. The club was originally the Sport Club Internacional, but the rise of the World Government and Humanity's nascent steps into space colonization made the "internacional" logo seem outdated. The "Interestelar" rebranding and a move to São Paulo relaunched the franchise to new heights. Unfortunately, São Paulo again faces an identity crisis as the club, despite what the name might imply, only plays sports in the lowermost atmosphere, whereas League competitors like Space Cricket occur literally in space.

Owner Known for Being:

Lavish

Color Palette:



Mascot:

n/a

Logo Notes:

"Progress from Order" Emblem

Division Rival Notes:

(Riyadh Energy)

While this contractual rivalry is one of the longest and most good-spirited in the league, recent events have severely soured the relations between the previously jovial rivals. Last year a large chunk of Riyadh Energy upper management left and took a huge swathe of the upper-middle and true middle management with them. They say Riyadh Energy's chief financier and CEO of Riyadh Energy Incorporated, also known as the Crown Prince of Glass for his solar panel empire, had a heart attack when he heard of the mass corporate poaching. It's uncertain if the relationship will return to normal or if one of the friendliest rivalries in the League will turn bitter.

Interdivisional Rival Notes:

(Mixcoatl Mexico City)

São Paulo Interestelar and Mixcoatl Mexico City share the fiercely competitive Latin American Media Market and exaggerations are frequently made about the disputes between the two franchises. It's rumored that players of the two teams are contractually obliged to never publicly acknowledge that they're friends with each other off-the-field. It's difficult to tell when the drama stems from media hype or ruthless market rivalry.

