

OCTOBER 2020



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ESPORTS

ECAC™

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MONTHLY NEWSLETTER PRESENTED BY HYPERICE

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COMMISSIONER'S STATEMENT



We are more excited than ever as we enter our fourth year of ECAC Esports competition. We started with just a dozen schools and a couple of games, and we never looked back. Our approach was to proceed full speed ahead and build a beast in the intercollegiate esports space with a footprint extending coast to coast and national championships in dozens of esports. We are well on our way. Our partnerships with CSMG and with LeagueSpot have allowed us to professionalize our entire operation, and have brought meaningful national sponsorship relationships that continue to get us better. But we haven't lost our personal touch as we've improved - our ECAC Director of Esports, Lydia Fister, establishes relationships directly with our coaches and administrators at member schools, in addition to many of our student competitors.

Thank you for your support of this endeavor. It is so telling that in the middle of this worldwide pandemic that brought traditional athletics to a standstill worldwide, our esports efforts forged ahead undaunted - clearly a sign of things to come in this new and exhilarating industry. And we are excited to be hosting some of our traditional athletics teams at ECAC schools in competitions involving esports next month. That is just the type of bold, creative and innovation approach our member schools appreciate about us.

We're glad that you can be a part of it. Stay tuned!

NEW MEMBER SPOTLIGHT

SUNY ERIE COMMUNITY COLLEGE ECC ATHLETICS



"Throughout the past few school years, we have had numerous discussions both at our administrative level and with interested students about the introduction of a competitive collegiate Esports program here at SUNY Erie. As we begin this 2020 fall semester, especially within COVID 19 restrictions, our College leaders, starting with President Reuter have a strong and sincere interest to provide our students with opportunities to participate in the gaming industry that many athletic administrators, coaches and kids now identify as the world's fastest-growing sport; a sport that will welcome diversity and inclusion, competition that will build character and bring students together and a program that will certainly assist with the College's recruitment and retention goals. SUNY Erie is excited about Esports this 2020-21 school year and we are looking forward to our students enjoying the benefits of our membership with ECAC Esports."



POST UNIVERSITY JONATHAN MARTIN ESPORTS COORDINATOR

"We at Post University are very excited to be joining the ECAC to compete in Esports this Fall! This is a brand new program for us, so we're looking forward to getting involved and connecting with other schools' Esports programs. See you all in game! GLHF!"

FINLANDIA UNIVERSITY THOMAS GOODMAN DIRECTOR OF ESPORTS



"Finlandia University is excited to be joining an established competitive sporting conference in the ECAC, their dedication to making a competitive collegiate es-ports conference is second to none, and made it a simple choice for us to join them in our inaugural season. We plan to be competing in all the games offered by the ECAC in the near future with this fall season a focus on the sports games."

COACHES CORNER



ALEX KURTZ

JUNIATA COLLEGE
DIRECTOR OF ESPORTS
LEAGUE OF LEGENDS HEAD COACH

"Competing in the ECAC has been a great opportunity for our other teams on campus outside of our varsity League of Legends team, especially for our Super Smash Bros team. Having all the schools on the East Coast allows us to find scrims and opponents close to us with low latency and the competition has been great from our players' experiences. With us expanding into Rocket League this year as well, we knew we wanted to give them the opportunity to play as much as possible, and ECAC allowed us to do that while continuing to build on our Smash A-Team going into year two, who are looking to improve on their 4-2 record from last year. We are looking forward to competing this year for a potential title and hopefully will turn some heads with our new Rocket League team."

ECAC ESPORTS GOES COAST TO COAST!

SACRAMENTO STATE™

ESPORTS

SPORT & CLUBS

“The Sacramento State Esports Club was founded in November 2019 and is the only non-traditional sport club on campus! By request of school President Nelson, students worked together to develop a new esports initiative to play competitively and represent the school. Building from the community established in Stinger Esports, the Esports Club has quickly grown to over 90 members. In its inaugural year the club’s League of Legends team finished in second place in the Big Sky partner conference within Riot’s Collegiate League of Legends tournament. The club’s newly made VALORANT team competed and placed second in the first ever ECAC VALORANT tournament as well as the AVGL Collegiate VALORANT Conference.

During the 2020 Fall semester, the Sac State Esports club will be competing in League of Legends, VALORANT, Rocket League, Super Smash Brothers Ultimate, and Call of Duty: Modern Warfare.

After participating in the ECAC’s first VALORANT Invitational tournament in June 2020, we knew we wanted more! We are very excited to have been invited to join the ECAC for the 2020-2021 school year and look forward to competing against and meeting players from throughout the country. We’re ready to graduate from placing second and we hope to bring the best in the west to the upcoming tournaments!”

GGNORE,
Sacramento State Esports Club Officers

If you are interested in joining the Sac State Esports Club or are interested in the gaming community in Sacramento, please join the Sac State Gaming Community discord at: <http://discord.gg/ssgc> for more information.

NOVEMBER SNEAK PEAK...

Central Methodist University to Open
New Esports Arena



HV GAMER CON



Tune in on October 17th and 18th as the ECAC Esports National Championship at HV Gamer Con 2020 kicks off virtually! The Elite 8 from the March invitational in Overwatch, Rocket League, and Super Smash Bros. Ultimate will battle it out in an action-packed weekend.

University at Albany's Head Esports Coach, Michael Leczinsky said, "The ECAC is one of the premier organizations in collegiate esports, and their flagship event, HV Game Con, is one the esports community looks forward to each year. HV Gamer Con represents the highest level of competition in the ECAC's national conference of more than 60 schools and UAlbany is honored not only to be a part of the event, but also to be one of two schools qualifying in each game offered!" The weekend will also feature a NJCAA Showcase for four-year institutions to scout their next best recruit and a NFLA event streamed on [twitch.tv/esportsunetwork](https://www.twitch.tv/esportsunetwork).

The competition will be streamed live on ECAC Esports Twitch channels starting at 9am ET and distributed to ESTV, the first ever 24/7 dedicated live linear esports channel in the US.

Overwatch: [twitch.tv/ecac_esports](https://www.twitch.tv/ecac_esports)
Rocket League: [twitch.tv/ecac_esports2](https://www.twitch.tv/ecac_esports2)
Super Smash Bros. Ultimate: [twitch.tv/ecac_esports3](https://www.twitch.tv/ecac_esports3)

The Participating ECAC Esports members below qualified for the LAN event back in April, but due to COVID-19, the tournament will be virtual.

SSBU

Drew University
Johnson & Wales University
NYIT
Sacred Heart University
SUNY Canton
SUNY Farmingdale
SUNY Polytechnic Institute
University at Albany

OVERWATCH

Catawba
College of St. Rose
Johnson & Wales University
RPI
Stockton Universe
SUNY Canton
SUNY Farmingdale
University at Albany

ROCKET LEAGUE

Johnson & Wales University
Lackawanna College
Louisiana Tech
Stockton University
Syracuse University
Thomas College
University at Albany
WVU Potomac State

FUTURE SCHEDULE

ECAC ESPORTS 2020-21 SEASON

2020-21 ECAC Esports registration is open for the spring season. If your program is interested in becoming a member, contact Esports Director, Lydia Fister at lfister@ecac.org for more information!

Click below for the Official ECAC Esports Fall 2020 Rulebook.

https://cdn.leaguespot.gg/static/media/documents/ecac/ECAC_Rulebook_Fall_2020.pdf

GAME'S ARE KICKIN' OFF!

ECAC Esports teams are getting prepared to go head to head in their game of choice. Make sure you tune into your favorite teams streams and support the players you want to see do well!

REGULAR SEASON

September 28th - November 5th

PLAYOFFS

November 6th - 15th

FINALS

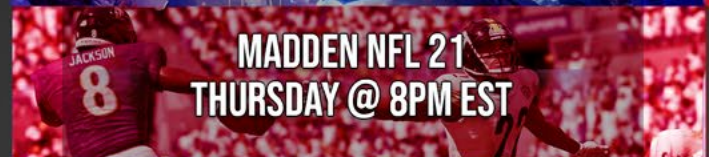
November 16th - 19th

REGISTER NOW FOR 2020-2021



MEMBERSHIP

GAME DAY!



ESPORTSU NETWORK AND NIL CAMPAIGNS



Don't forget that your esports team has an opportunity to create a 30-minute program to be streamed live on Twitch via @esportsUnetwork. The EsportsU Network is the first dedicated 24/7 college esports outlet!

This network offers programming, esports features and recaps of competitive matches, tournaments and championship events. Through your created promotional videos, EsportsU Network will be a recruitment and public relations resource for programs across the country.

Don't miss your chance today to make your own content and have it showcased live across the collegiate gaming community.

NCAA/Congressional legislation is anticipated that would allow student-athletes to profit off of their Name, Image and Likeness (NIL) beginning in August 2021. While the collegiate athletics space prepares for this impending seismic shift, the opportunity for NIL monetization already exists within esports.

CSMG has been establishing an innovative approach in preparation for this potentially valuable long-term sponsorship opportunity. CSMG can provide e-athletes access to software with the capability to streamline connections between brands and student-athletes to successfully activate NIL campaigns as well as a secondary marketplace platform. In addition to these monetization avenues, CSMG can provide educational opportunities on value assessment, branding education (boosting engagement, augmentation of followers etc.) and adherence to performance benchmarks.

Contact CSMG to learn more about getting started.

HYPERICE® SPONSOR SPOTLIGHT



Hyperice is an Official Partner of ECAC Esports and will be featured throughout this fall's competitions. Throughout the ECAC Esports National Championship and HV Gamer Con Hyperice will be providing giveaways to both players and fans. Be on the lookout on social for your chance to win.

“Given my passion for gaming, I am excited to introduce Hyperice into the gaming community and help the Esports community recognize and learn about the benefits of recovery for these athletes. Having access to technology like Hyperice for gaming changes the game around... I think that it gives you an edge to be the best.”

--JuJu Smith-Schuster NFL wide receiver, Hyperice athlete, eSports gamer.

The Venom Back is a digitally connected wearable device that combines heat and vibration to warm, loosen, and relax stiff muscles. Encouraging circulation and pushing out soreness, the Venom features a premium neoprene compression wrap that holds heat and vibration right where you need it most.

- Relaxes tense muscles
- Reduces joint pain and stiffness
- Increases body temperature



ESPORTS STRATEGIC PARTNERS

eFuse OPPURTUNITY CORNER



LAGr Gaming - Graphic Designer (video)

- Team montages, highlights, advertisement videos.

LAGr Gaming - Board Member

- Each member is responsible for a division within the organization.

Rectify Esports - Game Night Host

- Rectify is looking for a Community Game Night host for their Twitch channel where they play games with the community, players, and streamers across the organization.



CSMG PARTNERS WITH ESTV

Collegiate Sports Management Group (CSMG) brings multi-year partnership with the first ever 24/7 dedicated live linear esports channel in the US; ESTV. ESTV will help expand the collegiate esports footprint and bring opportunities to distribute content through a linear network available on Roku, Amazon Fire, YouTube, Sling TV, Vizio, Twitch, YouTube and Facebook Live apps, and more.

Throughout this partnership ESTV will provide professional sports figures from the current exclusive partnership of the NFL Alumni Association who are gaming enthusiasts and are ready to shout cast for different CSMG tournaments and events.

CSMG INTERVIEWS BROCK VEREEN

Director of Business Development at ESTV
Former NFL Player for the Chicago Bears



Q: Discuss the benefits to a partnership with the esports properties of the ECAC and CSMG for ESTV?

A: From day one, it was evident that both the ECAC and CSMG were ahead of the game and able to anticipate the significance that esports will play in colleges going forward. It was essential for ESTV to find like-minded partners in the collegiate space who care about the growth of esports and the growth of students. The ECAC and CSMG's vast network of schools will play an instrumental part in the growth of ESTV and the evolution of collegiate esports as a whole.

Q: What do you think the future of collegiate esports holds for the industry?

A: College programs nationwide are developing esports programs and investing in their growth and infrastructure as esports will have a part in dictating education going forward. Broadcast schools will now teach their students how to shout cast and schools that specialize in production will now teach the production of esports tournaments. Gen Z has grown up with esports and streamers in the limelight, now that they are heading off to college, the market and corporations of education will follow suit and directly reflect that.

Q: Discuss the benefits to your partnership with the NFLA?

A: The NFLA is one of the largest athlete associations in the world, which certainly provides us with an additional avenue to help build viewer traffic in our ESTV ecosystem. One of the greatest hurdles in a startup business is gaining awareness in your marketplace and our partnership with NFLA substantiates the credibility of our business. They also had an esports void they wanted to fill and with that we're fortunate to also benefit them. 95% of athletes in the four major sports are gamers to some degree, from casual to heavily active, and with Shane, Ahman and me being former NFL athletes, the partnership simply made all the sense in the world. We compete online sometimes as fiercely as we did on the field, and our partnership with NFLA also allows us to draw from the immense pool of former players to be participants in our events. The partnership with NFLA carries a charitable component as well. The NFLA slogan is "Caring for Kids." We're all committed through the partnership to do what we can to expose the younger demographic to the educational benefits of gaming and esports.

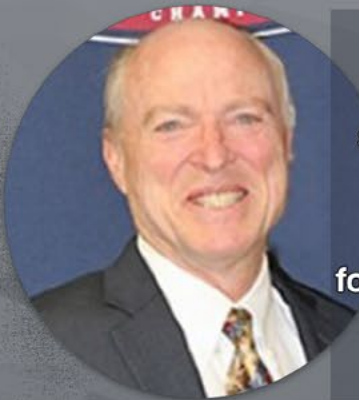
Q: What are some of the challenges that, as a leader, you had to overcome in regard to the consumers' learning curve for ESTV?

A: Balancing content for the hardcore gamer who knows the lingo and plays the games and also having content for the casual gamer, or father of a gamer, or sister of a gamer who only know esports from a distance. It is critical to have shows that all of these groups would find enjoyable. A challenge that comes with being first in the esports space is finding a harmonious balance. Being able to do that successfully grows viewership, and it helps esports grow as a whole.

ECAC AND LEAGUESPOT RENEW PARTNERSHIP



LeagueSpot is an all-inclusive platform created to provide comprehensive support at all levels of esports competition. Whether you are planning a large single tournament or plan to run year round seasonal competitions, LeagueSpot has power and all the needed management tools to accommodate the seasoned expert as well as entry-level organizers looking to add esports to their existing programs.




"We are thrilled to have LeagueSpot supplying the comprehensive competition platform again this year for ECAC Esports leagues and selected other tournaments and events. LeagueSpot's platform and their hands-on service throughout the last year endeared them to ECAC staff, member schools, coaches and gamers alike. We look forward to another exciting year of exciting ECAC Esports competition structured and operated by the impressive and capable folks at LeagueSpot." – Dan Coonan, ECAC Commissioner

"The LeagueSpot team is beyond excited to renew our partnership with the ECAC, an organization that is revolutionizing scholastic esports," said Andrew Barnett, CEO of LeagueSpot. "Moving forward, we will be doubling down on providing the best student, school, and competitive experience as possible to ECAC members." – Andrew Barnett, CEO



"LeagueSpot will manage registration, rosters, schedules, standings, day of match check-in and reporting, and competition support. LeagueSpot has provided our members with the best collegiate esports competitive experience," Lydia Fister, Director of Esports said. "The platform is easy to engage and fully customizable to fit the needs of the ECAC and our members with team and player profiles. We are thrilled to continue taking ECAC Esports to the next level through our partnership!" – Lydia Fister, Director of Esports

ECAC AND CSMG INFORMATION



The ECAC is an 82 year-old organization with over 200 member schools across all NCAA Divisions. The ECAC exists to enhance the experience of student-athletes participating in intercollegiate athletics and provides great value for universities and colleges by sponsoring championships, leagues, bowl games, tournaments and other competitions throughout the Northeast. ECAC Esports is growing and now totals more than sixty colleges and universities and is expanding the geographic footprint for the conference nationally. ECAC's Esports program is dedicated to providing and activating intercollegiate esports competition for colleges across the country.



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Lydia Fister
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Founded in 2014, College Sports Properties Group (CSMG) that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic department and initiatives. CSMG esports rights encompass the ECAC, NJCAA, and within the 20+ conferences represented by CSMG. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing, and Esports.



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APPENDIX

QUOTE OF THE MONTH

SUNY Erie Community College
<https://www.ecc.edu/clubs-organizations/>

Post University
<https://posteagles.com/sports/esports>

Finlandia University
<https://www.finlandia.edu/news/tag/esports/>

Junita
<https://www.juniata.edu/campus-life/sports/esports/>

Esportsu
<https://esportsu.gg/>

**Collegiate Sports Management
Group**
<https://collegiatesmg.com/>

ECAC Esports
<http://www.ecacesports.com/>

HV GamerCon
<https://www.albany.org/hv-gamercon-2020/>

Hyperice
<https://hyperice.com/>

LeagueSpot
<https://www.leaguespot.gg/>

*If you talk about
it,*

It's a dream,

If you envision it,

It's possible,

*But if you sched
ule it,*

It's real.

Tony Robbins