

NACE

Collegiate Esports Governing Body

Championing Collegiate Esports Nationwide

The National Association of Collegiate Esports (NACE), headquartered in Kansas City, Mo. is a nonprofit membership association organized by and on behalf of our member institutions and is the only governing body of college esports in North America. Since 2016 our members started developing the structure and tools needed to advance collegiate esports in the varsity space.

www.nacesports.org

- 80+ member schools
- 1,500+ student-athletes
- \$9 million in esports scholarships and aid
- Annual national convention
- Private discord server (voice-over software) for athletic directors, coaches, and more



NACE Provides:

- Standardized rules and compliance
- Lobbying arm with media and publishers
- Professional development
- Business intelligence
- Student-athlete recruitment
- Competition between varsity programs

The Purpose

NACE's purpose is to promote the education and development of students through intercollegiate esports participation. Member institutions, although varied and diverse, share a common commitment to high standards through participation in organized esports competition and serve as an integral part of the total educational process.

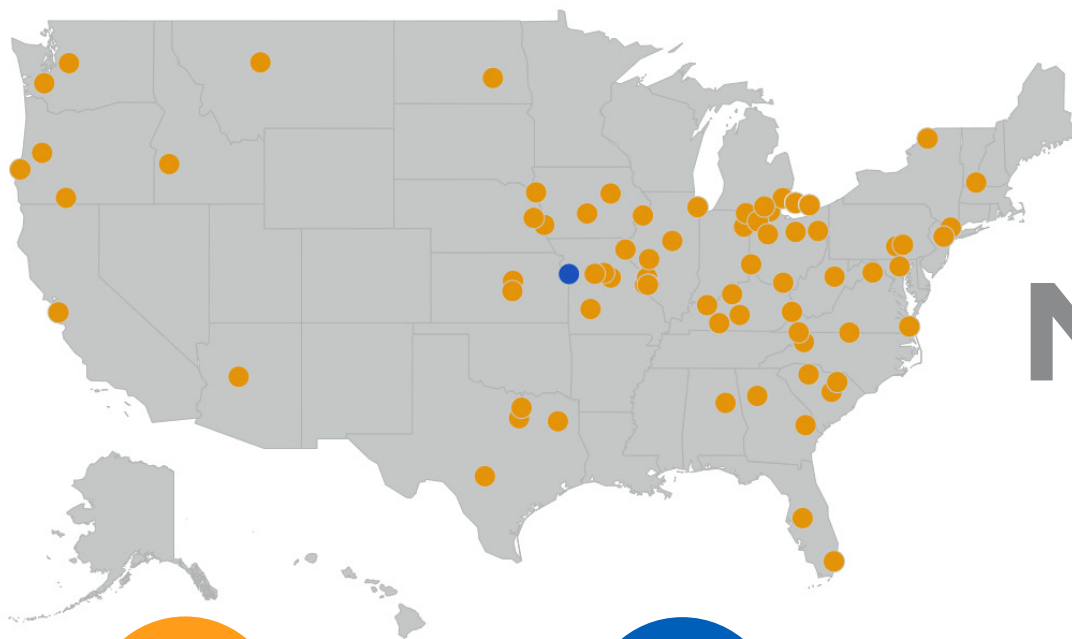
NACE Student-Athletes

- Earn athletic and academic aid
- Be a part of an emerging industry
- Direct coach-to-student mentorship
- Play the games you love

NACE Membership



80+ Member Institutions



Institution Membership

- 45% NAIA
- 40% NCAA
- 10% NJCAA
- 5% CIS & Independent



Startup Considerations

Averages according to NACE members:

- Average Esports Program Startup: **\$32,000**
- Average 1st year recruitment: **15 Students**



Enrollment & Retention

- Opportunities to increase net tuition revenue
- Student-athletes focused on STEM majors
- Increase student-athlete participation

Based on NACE membership statistics & reporting