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. Since 2016, our members started developing the structure and tools needed to advance collegiate esports in the varsity space.

**Championing Collegiate Esports Nationwide**

The National Association of Collegiate Esports (NACE) is the only governing body of college esports in North America. Since 2016, our members have started developing the structure and tools needed to advance collegiate esports in the varsity space.  

**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
- Are a part of an emerging industry
- Benefit from direct coach-to-student mentorship
- Play the games you love

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**NACE**

**Collegiate Esports Governing Body**

117 member schools
2,800+ student-athletes
$15 million in esports scholarships and aid
Annual national convention
Interscholastic competition
Private discord server (voice-over software) for athletic directors, coaches, and more

www.nacesports.org
117 Member Institutions

Institution Membership
- 40% NAIA
- 45% NCAA
- 11% NJCAA
- 4% CIS & Independent

Startup Considerations
Averages according to NACE members:
- Average Esports Program Startup: $41,000
- 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