



Collegiate Esports

Championing Collegiate Esports Worldwide

The National Association of Collegiate Esports (NACE) is the largest and oldest nonprofit membership association organized and led by colleges and universities interested in the growth of Varsity Esports. As the only organization of its kind, NACE provides the structure and tools needed for our members to advance collegiate esports in the varsity space.

160+
member
colleges and
universities

5,000+
participating
student-
athletes

Organized
play in
9
different game
titles

As well as live-streamed competitions and live championship events.

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 Provides:

- Information on starting a new program
- Lobbying arm with media and publishers
- Professional development for coaches
- Networking opportunities with coaches and directors throughout North America
- Two semesters of organized high-level collegiate competition
- Information on the benefits of varsity esports programs, including academic tie-ins, promotion, recruitment, and more

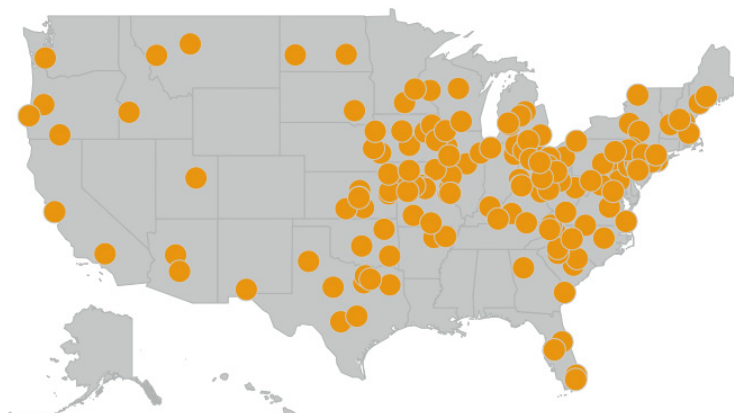


NACE student-athletes...

- are eligible for scholarships and academic aid.
- have a career pathway to an emerging industry.
- receive the benefits of coaching and competitive play.
- represent their institution while competing in live-streamed and in-person events.

Membership

160+ Member Institutions



Startup Considerations

Startup Equipment Cost:

\$60,000 - 90,000

Team Apparel Cost:

\$3,000 - 4,000

Average First Year Recruitment:

20-25 students

Staff Members:

1-3 depending on size of program



Enrollment and Retention

- Opportunities to increase net tuition revenue.
- Student-athletes in a wide range of majors, including STEM, business, graphic design, and more.
- Attracts a new type of student-athlete and fanbase.



Institutional Benefits

- Marketing and promotional access to one of the largest fan bases in the key 17-24 year old demographic.
- Academic tie-ins with esports supported content in marketing, media, business, sports administration and other majors.