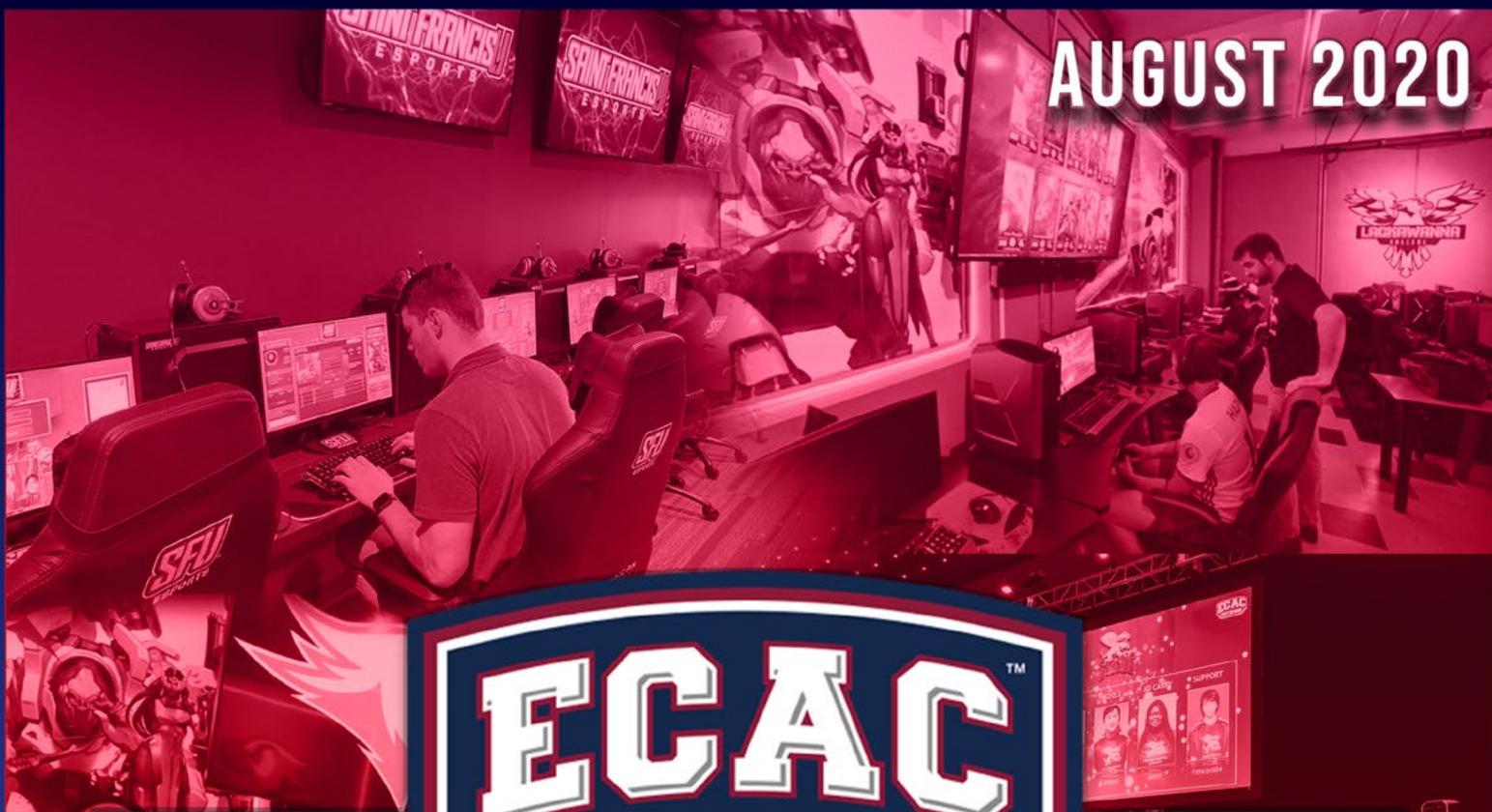


AUGUST 2020



ECACTM ESPORTS



MONTHLY NEWSLETTER PRESENTED BY **HYPHER**[®]

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MESSAGE FROM THE ECAC COMMISSIONER



“Four years ago, The ECAC made a decision to plunge headfirst into the emerging field of intercollegiate esports. Having heard from our membership that there was an interest by our schools in offering programs in esports, we amended the ECAC Constitution to enable the organization to expand its mission to include esports and to enable our membership footprint go to national. Once we pulled the trigger on that we never looked back. We also benefit greatly by the hands in approach of our Esports Director Lydia Fister and personal relationship she establishes with each of our member schools.

With the addition of Sacramento State, our esports membership now extends coast to coast. We expect to have as much as 100 member schools this year, fielding around 500 teams and near 2,000 competitors playing at least nine games. We will crown eight national champions in the spring and nine in the fall. We have linked arms with CSMG as a full partner for ECAC Esports, and that has led to corporate sponsorships for esports with HyperX, iBUYPOWER, Hyperice, Chank’s Grab-N-Go, and eFuse.

We are still proceeding full speed ahead at ECAC Esports, and expect that our exponential growth is not slowing down anytime soon. Thank you so much for being a part of it. We think we have developed a unique and enviable niche within the world of college athletics, and welcome any ideas or suggestions you may have. Stay tuned...”

- Dan Coonan, ECAC Esports Commissioner

RANDOLPH-MACON COLLEGE



JOSHUA BROWN

JUNIOR, DOUBLE MAJOR IN ARTS MANAGEMENT & THEATRE

CAPTAIN OF THE HEARTHSTONE TEAM

SUPPORT FOR RANDOLPH-MACON COLLEGE OVERWATCH YELLOW

“My journey with video games started at around age 9 with Lego Stars II: The Original Trilogy for the PSP, but my passion for games started with Pokémon Pearl (probably my favorite video game ever). What brought me to where I am now in esports, started with trading card games. I remember learning to play Yu-Gi-Oh before I could really read, which I believe has contributed to much of my success in card-based games. It turns out that when you cannot read the cards very well, you have to learn to memorize all the popular ones, a pretty useful skill when it comes to quick decision making and predicting moves. I dipped my toes into other mainstream TCGs like MTG, Pokémon, Harry Potter, and Zatch Bell!, but I always came back to Yu-Gi-Oh.

When I heard Hearthstone was in development, I knew that a mixture of my favorite pastimes and the ability to play whenever and wherever would be perfect. I jumped from game to game until stumbling into Overwatch, a pretty natural leap from the other games that were occupying much of my time, such as Borderlands and Halo. I'd say that Overwatch is what sparked my competitiveness as my relationship to card games and video games. Up to that point I purely played off-meta or joke decks and loadouts, however, Overwatch was a medium that challenged me to really work on improving my gameplay and tactics.

What got me involved in collegiate esports was pure chance. I had never envisioned playing these games seriously as they had previously only been fun pastimes. I got into playing Hearthstone for the college team when the former captain came to hang out with my roommate and happened to notice that I was playing Hearthstone. After a few times of this happening, he asked me to try out for the team. The next year, after playing Overwatch with some of the Overwatch team for fun, I decided I'd take my first dive into playing seriously and competitively. Playing with the team helped me place higher than I ever had in comp (competitive) and made the game more fun to play than it ever had been. That's how I knew this is where I wanted to be.”

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!"

NEW MEMBER SPOTLIGHT

CONCORD

CONCORD UNIVERSITY

Austin Clay
Head Coach

“As this is my first year here at Concord University, I hope to continue the success we had with our Call of Duty team last year. I also wish to grow and create successful Overwatch and League of Legends teams. I am excited to show everyone what it means when we use the hashtags #BringThePassion, #BleedMaroon, and #ThePack. We are one team/one community here at Concord, and we want to show everyone what it means to be a Mountain Lion. We will bring persistence and commitment to the ECAC league, to academics, the esports community, and the larger community of Concord. Persistence to turn failure into success. Commitment to never give up.”

BRYANT & STRATTON COLLEGE

Andrew No
Coach

“Esports has been a growing industry for years and now is an exciting time for students. Bryant & Stratton is eager to step into the esports space and join the ECAC to provide students new opportunities and benefits in a professional and competitive setting.”



COLLEGE
BUBCATS
ESPORTS

ESPORTS

ST. LAWRENCE UNIVERSITY

ST. LAWRENCE UNIVERSITY

Eric Shinnick
Executive Director of Finance &
Esports Committee Co-Chair

“St. Lawrence University began to take steps towards adopting an Esports program in Winter of 2019. Since then we have filled out two competitive rosters in League of Legends and Overwatch which plan to compete in the ECAC in the coming Fall. Both teams had success maintaining student engagement and competing in a series of collegiate showcase tournaments over the summer. We are sincerely looking forward to joining our peers in the ECAC and pushing Esports to the forefront of our University’s focus through competition in a year when many traditional sports have been sidelined.”



COACHES CORNER

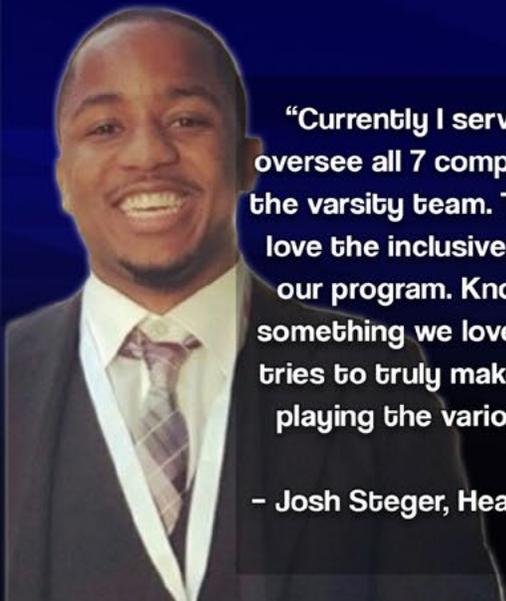


"I am the Director and Head Esports Coach for Central Methodist University. Our program is going into our third competitive season. We have competed in several different leagues in the collegiate esports space and we have found that ECAC has provided our team top competition against schools from around the United States. Lydia and her staff at the ECAC not only allow our players to compete at the highest level, but acknowledges those students who achieve success in the classroom. For these reasons we would recommend the ECAC to any collegiate esports program looking to compete."

-Aaron Shockley, Central Methodist University, Esports Director and Head Coach

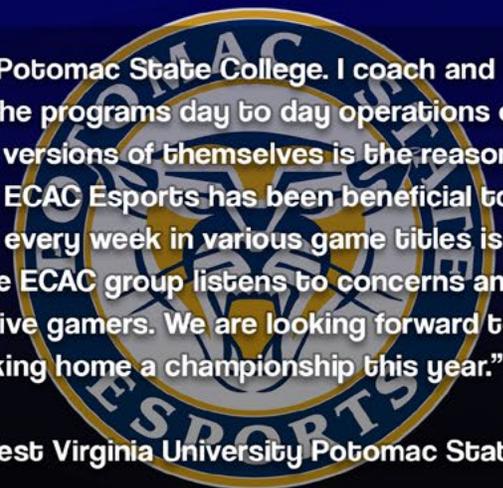
"At Thomas College, I serve as the coach for our 7 teams, as well as the overall program coordinator. With everything from recruiting, fitness programming, and academic coaching facilitation, to practice oversight and scheduling there are a fair number of hats I wear day-to-day. Thomas has been an ECAC member since our inaugural season a year and a half ago and it continues to be a hallmark of our competitive seasons. We look forward to the 2020-2021 ECAC season and are eager to get back to the regional rivalries and relationships that the conference has already made possible for us."

- Martin Schelasin, Esports Coordinator and Head Coach, Thomas College



"Currently I serve as the Head of Esports at WVU Potomac State College. I coach and oversee all 7 competitive game titles while running the programs day to day operations of the varsity team. Training my players to be the best versions of themselves is the reason I love the inclusive sport that is esports. Joining the ECAC Esports has been beneficial to our program. Knowing that we will have opponents every week in various game titles is something we loved when joining the conference. The ECAC group listens to concerns and tries to truly make the league pleasing for competitive gamers. We are looking forward to playing the various schools involved in hopes of taking home a championship this year."

- Josh Steger, Head of Esports and Varsity Coach, West Virginia University Potomac State College



SPONSOR SPOTLIGHT



HYPER®

Brokered by Thomas O'Keefe Manager of Brand Partnerships & Esports at Collegiate Sports Management Group, the ECAC inked its relationship with HyperX in May to become the Official Peripheral Partner of ECAC Esports. Member institutions have the opportunity to be supplied with the best gaming equipment in the industry.

Dan Coonan, Commissioner of the ECAC said, "It is a privilege partnering with the 2019 Esports Commercial Partner of the Year. This relationship will further enhance the ECAC Esports brand. We look forward to showcasing HyperX products through our 70+ member institutions and fans."

When LAN events return, HyperX will be featured prominently throughout ECAC Esports events, inclusive of enhanced brand awareness and the use of their gaming headsets, keyboards, mice and mousepads on stage by each esports competitor.

"HyperX is excited to be the Official Peripheral Partner of ECAC Esports and look forward to a great season of collegiate esports events" said Kitty Nguyen, Esports Sponsorships Specialist, HyperX. "HyperX provides some of the best gaming equipment available especially for college students aspiring to play professionally or interested in becoming content creators while using our gaming headsets, keyboards, mice and mousepads."

"As the esports eco-system continues to grow exponentially, HyperX's objectives align strategically with the vision at both the ECAC and CSMG. We are thrilled to begin this relationship through both digital and on-site activations throughout the year," stated Thomas O'Keefe.

GIVEAWAY COMING SOON!

HYPER®

eFuse OPPURTUNITY CORNER

The Shawnee State Bears #ForTheGamers Scholarship

Current High School or College GPA of at least 2.5 on a 4 point scale.
Applied and accepted to Shawnee State University for the fall of 2020.
(www.shawnee.edu) Complete your eFuse portfolio 100%. Follow Shawnee State on eFuse! Show high level skill in one of the following titles: Overwatch, Hearthstone, Rocket League, League of Legends, SMITE, VALORANT, Call of Duty, Super Smash Bros, MTG Arena

Social Media Intern for WVU PSC Esports

WVU Potomac State College Esports is a collegiate varsity esports team located in Keyser, WV. This is a paid internship available to any current student within the West Virginia University system. Students may work remotely if selected for this position.

Choose Ohio First Scholarship (Full tuition for four years)

This scholarship is funded through Choose Ohio First to recruit Ohio students in groups that are underrepresented in the field of game programming, including women and minorities. Learn more: www.shawnee.edu/full-tuition-scholarship

Tournament Coordinator (unpaid)

Mystic Gang's esports division is currently looking for someone to mainly help organize tournaments and other admin work as needed. As tournaments start getting won, this position will turn into a paid role.

Varsity Esports Foundation: Research Specialist Internship

Assist with research, creation, and execution of education initiatives. Participate in creative brainstorming sessions. Create and coordinate education and training calendar. Special projects as assigned to support EEN initiatives

Portfolio

A place to build out your digital portfolio and to showcase your talents to teams, brands, and more:

- Create your highlight reel
- Track your gaming stats
- Link your other socials and streams
- Add professional work experience
- Input education information
- Share your events, honors and skills

The screenshot shows a user profile for Jake Throop (@jakethroop) on the eFuse platform. The profile includes a bio, a 'Follow' button, and a 'Message' button. Below the bio is a 'HIGHLIGHT REEL' section with a video thumbnail. The main content area displays 'EPIC BATTLES' and 'DISCORD SERVER' sections. The 'DISCORD SERVER' section features a table of gaming statistics for three different squads.

SQUAD (Lifeline)	KILLS	KILL/DEATH	MATCHES	WINS
THERRACHOCOTACO	2,904	2.64	1,179	49
DMD (Lifeline)	1,248	2.76	466	26
SQUAD (Lifeline)	163	3.20	56	5

FUTURE SCHEDULE

HV GAMER CON

October 17th-18th 2020

Gamer Con returns this year for a online action packed weekend! This year's competitive game titles are Overwatch, Rocket League and Super Smash Bros. Ultimate!

EXTREME NETWORKS 2020

LEVEL UP ARCADE

September 16-17th 2020

The ECAC and Extreme Networks are teaming up to put on a virtual arcade for ECAC Esports members on September 16 & 17th. Visit <https://www.extremenetworks.com/> for more information to come!

ECAC ESPORTS 2020-21 SEASON

2020-21 ECAC Esports registration opens August 31st, 2020. If your program is interested in becoming a member, contact Esports Director, Lydia Fister at lfister@ecac.org for more information!

RIOT'S 2020 FALL LEAGUE OF LEGENDS INVITATIONAL

Tuesdays and Saturdays, 9/29 - 10/20

EXTREME | CONNECT
2020 USER CONFERENCE

JOIN US FOR EXTREME
CONNECT VIRTUAL 2020

September 16 - 17, 2020

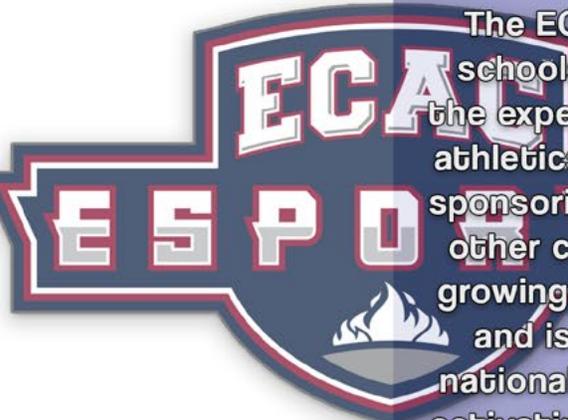
REGISTER NOW FOR 2020-2021



ESPORTS MEMBERSHIP



ECAC ESPORTS



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.



Dan Coonan took over as CEO of the ECAC in January of 2017. In a multi-faceted career, he has served as Athletic Director at Santa Clara University for eleven years, practiced law, ran a Congressional campaign, taught a law class at the University of San Francisco, oversaw all fundraising for the Catholic Church in Los Angeles, and served as Chairman of the Board of the largest homeless shelter network in the Bay Area. He initiated an esports program at the ECAC in the spring of 2018.

Lydia Fister is the Director of Esports for the ECAC. She earned her Bachelor of Science in Sports Management from Mitchell College. She also holds a Master's in Sports Business and Entertainment Management from Manhattanville College. Lydia interned for the ECAC assisting with esports in the Spring of 2019. After completing her Master's, she stayed on board with the ECAC and spearheads the esports program. In her current role, she works day to day with colleges across the nation to provide the best experience in collegiate esports and brings in depth knowledge of the esports ecosystem.



THE ECAC COLLEGIATE SPORTS MANAGEMENT PARTNERSHIP



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. 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.



Neil Malvone is the EVP of Business Affairs & Strategic Partnerships at CSMG. He is engaged in all aspects of sport event planning including event creation, revenue generation, sponsorship sales and activation, and communications. In addition to his current role with CSMG, he is also the Executive Chariman of the NJCAAE and Founder and President of Cutting-Edge Sports Management, offering total sport management & event planning services. Malvone also created and operates the Dream Bowl, a premier FCS, DII & DIII college football all-star game since 2012. He his a notable professor of sport business & sport law at the Master's and undergraduate levels throughout the New York metropolitan area and developed one of the first ever Esports Management Majors in the country.

Thomas O'Keefe is the Manager of Brand Partnerships and Esports at CSMG. He holds a Bachelor of Science from St. Joseph's College where he was a three-year tennis captain. Upon completion of his undergraduate studies, he earned his Master's in Sports Management from St. John's University, where he was the Research Assistant for the College of Professional Studies. Thomas previously worked for IMG College assisting in client services brand activations. In his current role, he works with conferences and institutions in providing the organizations with growth strategies and revenue generating opportunities. In the past year, he has secured 15 brand partnerships throughout traditional sports and esports. CSMG currently works with the ECAC, ECC, and NJCAAE Esports programs, in regard to, event management, sponsorship, licensing, media, ticketing and acquisitions.



QUOTE OF THE MONTH

If someone says your
name and it makes
someone else smile
that's a good legacy
to leave

~ Roy Williams

Randolph-Macon College Esports

<https://www.rmc.edu/campus-life/office-of-student-life/esports>

Central Methodist University Esports

<https://esports.centralmethodist.edu/>

Thomas College Esports

<https://www.thomas.edu/esports/>

West Virginia Potomac State University

<https://www.potomacstatesports.com/sports/Esports/coaches/index>

HyperX Website

<https://www.hyperxgaming.com/unitedstates/us>

eFuse Website

<https://efuse.gg/>

ECAC Esports Website

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

LeagueSpot Website

<https://leaguespot.gg/>

Collegiate Sports Management Group

<https://collegiatesmg.com/>

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<https://www.instagram.com/smd.esigns/>