



FIFA20

NOVEMBER 2020

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ESPORTS

ECAC™

ESPORTS



MONTHLY NEWSLETTER

PRESENTED BY



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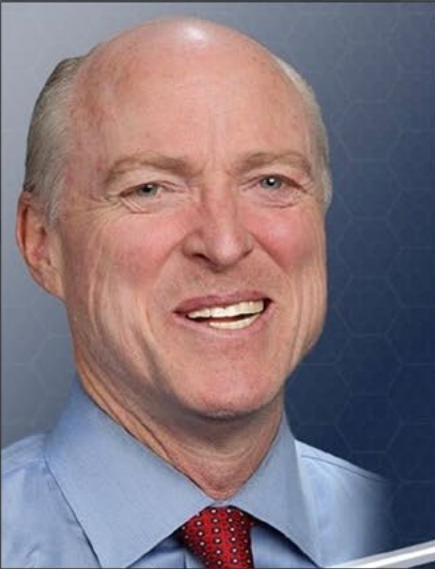
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Links to contact ECAC partners, as well as the Quote of the Month.

COMMISSIONER'S STATEMENT



ECAC Esports got off to a great start in the new academic year with our Fall leagues and competitions.

Our ECAC Esports National Championship Invitational and HV Gamer Con 2020, done virtually last Oct 17 and 18, was a great success. We crowned three champions – Syracuse in Rocket League, Farmingdale State in Supersmash Bros. Ultimate, and RPI in Overwatch.

Our ECAC Esports Fall 2020 league season is underway, this year with 77 universities participating, extending the conference from coast to coast. Fall ECAC competition involves 354 teams and over 2,000 student athletes competing across 8 games powered by our platform provider LeagueSpot. The games are Overwatch, Hearthstone, VALORANT, Rocket League, Fortnite, Super Smash

In our first week of Esports competition we had over 62,000 unique views of our livestreams on ESTV – our linear broadcast distribution partner. That's not a typo. We are thrilled with that level of interest in our streaming of these events. ESTV is the first ever dedicated channel for esports and gaming personalities, and their content can be found through their linear network available on Roku TV, Amazon Fire, Youtube, Sling TV, Vizio, Twitch, and Facebook. In addition to that, our competitions are streamed on our ECAC Esports Twitch channels: twitch.tv/ecac_esports, twitch.tv/ecac_esports2, and twitch.tv/ecac_esports3

Our fall leagues wrap up by Thanksgiving, which means our fall playoffs for those leagues are right around the corner. We will get all those games going again after Christmas when our separate spring semester leagues get going in all those sports.

We will be conducting an Esports competition involving traditional intercollegiate athletics teams participating in the Esports-version of their sport (football teams playing Madden, soccer playing FIFA, etc.) for the first week of November. We have some great interest and will be both promoting and streaming these competitions as well. We think they will attract some media attention.

The following are our 19 new Esports members this season. We already have others interested in joining for the spring.

Assumption College
Bryant University
Finlandia University
Ithaca College
New Jersey City University
Sacramento State University
Stonehill College

Bethel University
Concord University
Heartland Community College
Lycoming College
Post University
St. Lawrence University

Bryant and Stratton College (Albany)
Erie Community College
Grace College
Mount St. Mary's University
SUNY Plattsburgh
Saint Joseph's University

We have an impressive list of sponsors now for Esports: Monster, ESTV.co, HomeTown Ticketing, Inc, iBUYPOWER, HyperX, eFuse, Chank's Grab-N-Go, Hyperice, Dave & Buster's, and DreamSeat. We have also partnered with the American Video Game League (AVGL) for Intel Inspires to create a pipeline for high school gamers.

I want to acknowledge in particular Lydia Fister of our staff – our Director of Esports, and Thomas O'Keefe Manager of Brand Partnerships and Esports – for all of their efforts. They are doing an excellent job.

Thanks for all of your continued support! So many great things in the works for ECAC Esports.

CENTRAL METHODIST UNIVERSITY ESPORTS PROGRAM EXPANDS TO 54 STUDENT ATHLETES AND A NEW FACILITY



The Central Methodist University Esports team began humbly, with just 10 recruits in its first year of competition in 2018. Only two years later, the team has grown so much that it has had to expand its special facilities – twice. Coach Aaron Shockley's team began the 2020 fall season with 54 athletes on the roster, spread over six online games for competition and requiring a much larger space to operate.

The Eagles' newest facility is still currently being completed but already allows players and coaches to use the space for practice and competition. The new facility is housed in CMU's state-of-the-art Stedman Hall of Sciences. The Esports facility is outfitted with custom PCs, Respawn gaming chairs, and Hyper X peripherals, which is all supplied from the university's partnership with Gravity Gaming. This new facility has enough gaming stations for 28 players to compete.

While this is the newest gaming facility for the CMU Esports team, it isn't the only facility that the program has available to its players and coaches. The program still operates from its original facility, which is equipped with 12 additional gaming stations for practice and competition, as well. This room, already outfitted with a decorated wall and lights in the gaming desks, will also serve as a template for the future decoration of the new facility.

DECEMBER SNEAK PEAK...

Saint Francis Esports Highlight



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.

[Rulebook](#)

ECAC ESPORTS PLAYOFFS ARE AROUND THE CORNER, EIGHT TEAMS WILL BE CROWNED NATIONAL CHAMPIONS!

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!

HEARTHSTONE
TUESDAY AND THURSDAY @ 8PM EST

MADDEN NFL 21
THURSDAY @ 8PM EST

OVERWATCH
WEDNESDAY @ 8PM EST

VALORANT
TUESDAY @ 8PM EST

FORTNITE
THURSDAY @ 8PM EST

FIFA 20
MONDAY @ 8PM EST



SMASH
TUESDAY AND THURSDAY @ 8PM EST

ROCKET LEAGUE
MONDAY AND WEDNESDAY @ 8PM EST

HV GAMER CON RECAP

The ECAC Esports hosted the first virtual HV Gamer Con and Esports National Championship this past month. The championship featured 3 event titles: Rocket League, Overwatch and Super Smash Bros. Ultimate. Additionally, the HV GamerCon weekend was inclusive of an NJCAA Showcase of Rocket League. Teams from across the country worked tirelessly all weekend in hopes of being crowned National Champion.

Congratulations to all of the participating schools and players and this year's ECAC Esports National Champions and their Monster Energy MVP's:

Super Smash Bros. Ultimate - Farmingdale State and MVP "Shorleapums"

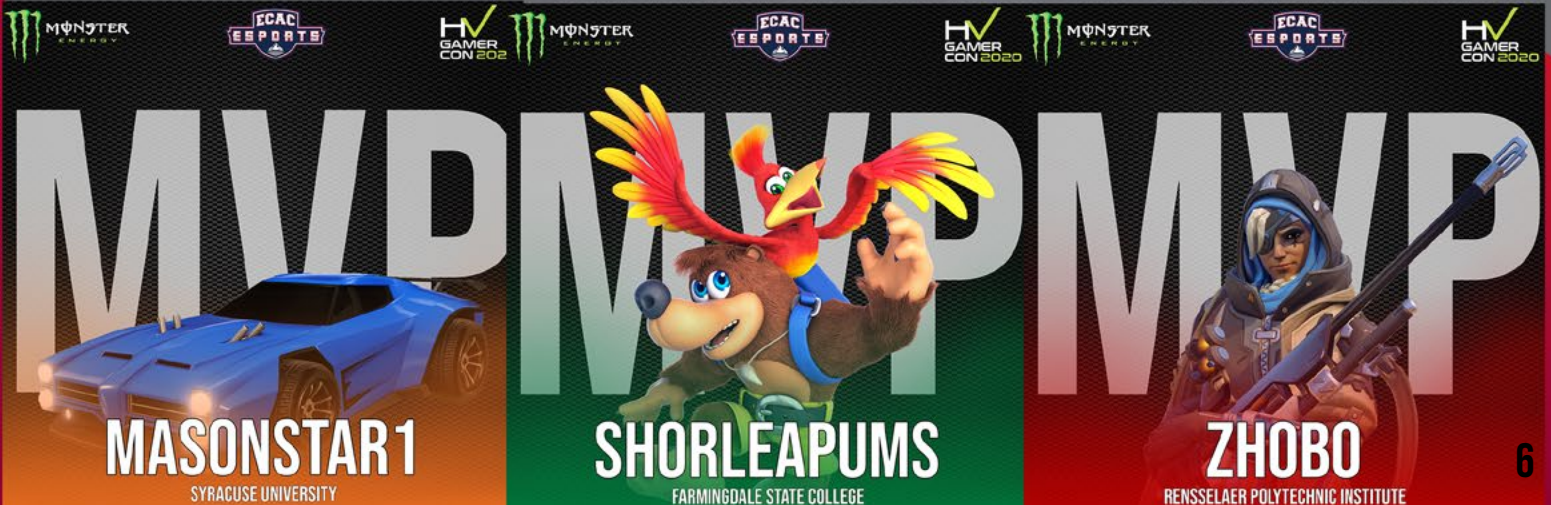
Overwatch - RPI and MVP "Zhobo"

Rocket League - Syracuse University and MVP "Masonstar1"

All of the tournament play was re-aired on via ESTV, across their ecosystem of 20 million viewers. The HV GamerCon featured NFL Alumni shout casters, including Ahman Green, Hall of Fame member from the Green Bay Packers as well as Shane and Brock Vereen. Special thanks you to each NFL Alumni Player as they joined efforts with the ECAC for both Saturday and Sunday's Tournament play.

Thank you to our partners who helped make this possible in providing tournament platforms, highlight clips, media platforms, streaming, shout casters and prize packages. All championship teams will be receiving official Monster Energy swag bags. Additionally, congratulations to the three winners of Monster Energy's Giveaway.

For more highlight realms, playback and exclusive content from HV Gamer Con and ECAC Esports follow CSMG's twitch account at twitch.tv/esportsUnetwork, the first-ever 24/7 college esports streaming outlet for all clients.



RIOT GAMES EXPLANDS THE ECAC LOL TEAMS

COLLEGE LEAGUE^{OF} LEGENDS

DANBURY, CT – Riot Games and ECAC Esports announced that 24 member teams will now be eligible to participate in Riot Games' College League of Legends (LoL) season. The 24 membership institutions will compete in the ECAC's LoL championship with the winning school advancing to the Spring 2021 College LoL Championship. The ECAC's standing as the preeminent leader in collegiate esports was undeniably a direct cause for Riot Games giving the ECAC the additional 7 member schools to compete in the ECAC College LoL tournament.

"We are thrilled to continue our relationship with Riot Games as a partner conference. The Riot Scholastic Association of America (RSAA) has provided great opportunities for our member schools. They are eager to get back into action and represent their schools in the College LoL event," stated Lydia Fister, Director of Esports at ECAC Esports.

The Riot Games College LoL tournament offers an opportunity for schools looking to start an esports program to field a team and join the ECAC for the chance to win this prestigious national tournament. Schools can start building their esports programs and play one of the most popular gaming titles by joining the ECAC. Schools can capitalize on its popularity to use for recruitment and enrollment strategies. Riot's LoL event will provide the structure, reliability, and a network of competitors. ECAC Esports looks forward to watching the defending conference champion, University at Albany take on the remaining 23 teams for qualification to the live championship.

"The ECAC continues to set the standard for all collegiate esports. As the true collegiate governing body of esports, Dan Coonan has created tremendous value for the ECAC membership. This partnership with Riot enhances the strategy and growth at the ECAC," added Neil Malvone, EVP and Director of Esports at CSMG and Vice Chairman of NJCAA E.

Uni Esports Announces: Looking For Group



The first comprehensive directory for collegiate esports programs.

LFG is a **public, searchable discovery tool** for high schoolers to conduct research about collegiate esports programs, connect with schools, and more.

Search collegiate esports programs

and discover an esports community that's right for you.

Game Search

Program Search

School Search

What do you play?



Who's on the platform already?

LFG is set to launch in October. Our first profiles include **UC Irvine**, the **University of Utah**, **Miami University**, and dozens more.



What does LFG provide to schools?

- Raise awareness about your program with interested students.
- Direct connections with prospective students.
- List all the important information about your program in one place.
- Profile customization through interviews, student reviews, and more.

Ready to make your profile?

We're offering a **free listing** for schools that create their profiles now.

[Click the calendar below to schedule a fifteen-minute interview about your program!](#)



[Schedule an interview to build your LFG profile!](#)

ESTV, is the first ever dedicated 24/7 live linear esports channel in the U.S., launched in May 2019 to meet the demand for round-the-clock coverage from an insider perspective. ESTV is currently available on The Roku Channel, Amazon FireTV, Samsung TV Plus, Sling TV, VIZIO, Select TV, TikiLIVE, Simul TV and AVOD service to Sling TV, Twitch, YouTube and Facebook LIVE apps. ESTV has partnered with world's top programmers for the most robust programming lineup available on terrestrial, cable, linear, online, and mobile. ESTV is also an exclusive media broadcast partner of the Department of Defense Joint Base Lewis McChord, NFL Alumni esports events, Collegiate Sports Management Group, New England Collegiate Conference and Kungarna, an esports organization which has the top Fortnite players. For more information, please visit www.estv.co

ESTV celebrity NFL team includes as follows:

Marc L. Watts, SVP of Production

Former CNN Senior Correspondent, On-Air Talent Director for NFL Network and Founder & CEO of Athlete Brandguards

Ahman Green, Director of Business Development & Caster

Former Green Bay Packers all-time Running Back and Hall of Fame
Director & Esports Coach for Lakeland University

Brock Vereen, Director of Business Development & Caster

Former Chicago Bears Safety
Host / Reporter for Campus Lore

Shane Vereen, Director of Business Development & Caster

Former New England Patriots Running Back and Super Bowl winner



EXTREME|CONNECT



@ShaneVereen34

EXTREME|CONNECT



@BrockVereen

EXTREME|CONNECT



@PepperPHDR

CSMG PARTNERS WITH SPORTSFINDA AND EFUSE OPPORTUNITIES

Sportsfinda is an eCommerce Marketplace built on a suite of tools enabling Esports Athletes to build and monetize their Name, Image, and Likeness (NIL).

The Sportsfinda platform allows sellers to create a personal profile to promote and highlight their athletic successes. The platform offers both buyers and sellers multiple ways to connect including live product showcases, auctions, direct purchases, and fundraising opportunities. Sportsfinda seeks to imitate and leverage consumers' social media behaviors to enhance their shopping experience through their blog, newsfeed, and direct communication between buyer and seller.

The opportunity for NIL monetization exists within esports. Sportsfinda can immediately bring those participants into the NIL marketplace. Our Features allow esports athletes to now generate revenue selling merchandise, auctioning off memorabilia, selling in-person or online gaming experiences, and fundraising for the next tournament.

Download the Sportsfinda app today on IOS or Android.



eFuse Community Coordinator Volunteer

- Ideate on the best and most feasible options for community/game nights
- Assist in the planning and organizing of community/game nights

eFuse Discord Mod

- Re-build the Discord to better suit the community and our initiatives
- Assist in the planning and organizing of community/game nights
- Assist in Discord moderation and management during community/game nights

Unity Project Manager Intern

- Provide competitive analysis on business development or technical strategies and features
- Plan and write user stories and feature specifications for engineering counterparts to execute
- Work with organizational stakeholders to define and prioritize product roadmap
- Current student pursuing degrees in Business, Marketing, Computer Science or equivalent and returning to the degree program after the completion of the internship

Tempted Esports Video Editor Intern

- Networking Opportunity with all our members and our Discord
- You are able to brand yourself upon all of your work
- Promotion on our news website Tempted Post and our Tempted Esports social media.

COACHES CORNER AND MVP INTERVIEWS

FARMINGDALE STATE UNIVERSITY SUPER SMASH BROS. ULTIMATE CHAMPION



INTERVIEW WITH MVP CAMERON "SHORLEAPUMS" OLSEN AND COACH SHANE GORDON

Q: What are the rituals you have as a gamer to get your head in the game before a match?

A (Cameron): When I go to play in practice, I try to stay very amped. But in a real game, I become pretty nervous. The best way to calm myself down is to completely focus on the game. If I can hone my focus, I can start getting into the flow. That allows me to focus on winning and that's it.

Q: As a team, what are some of the things you do to prepare?

A (Coach Shane): I try to make sure that the team members get some field experience. It's important that they get some "field experience," so to speak. They need to see what other competitions are like and learn about the competitive environment at a tournament.

Q: What advice would you give someone who's just going into a competition and might be feeling a bit nervous?

A: (Cameron): Before matches I was doing some deep research into my opponents. I looked in past VODs, looked at players, saw who they played, took notes on what attacks the players were approaching with. I would try to share that information with the other players on my team and let them know how other players were preparing. Doing that research and sharing information with your team really helps everyone know what to face and prepare for the match.



SYRACUSE UNIVERSITY ROCKET LEAGUE CHAMPION

INTERVIEW WITH MVP MASON "MASONSTAR1" FREER AND COACH SCOTT HUSHAW

Q: Tell me a little bit about Syracuse's program and what the Rocket League team is looking like this year.

A (Scott): We originally started as a passion project for a bunch of students where they wanted to find a space where people who enjoy games in general could find each other, talk, and connect to other students. I found that a while ago and used it to help create the Rocket League team. We've progressed a lot since then. We became a club sport about a year ago with the backing of the university and over the summer ended up picking up two really talented freshman: Mason here, and one of our other players, Gav. So now I've transitioned into a manager role. The new roster has had plenty of successes.

COACHES CORNER AND MVP INTERVIEWS

SYRACUSE UNIVERSITY ROCKET LEAGUE CHAMPION (CONT.)



Q: What goes through your head when you're playing serious Rocket League?

A: (Mason): Consistency is important. We aren't consistent every day. Some days we might have excellent comms and hitting shots. On others, we might be letting easy shots drop. On the day of the tournament we were definitely playing well. Our comms were good, we were hitting shots, passes were right where they needed to be. We were like, "OK, we can actually win this." We tried to stay consistent, relaxed, and let the momentum from game 1 carry through the series.

Q: What are the top three things that contribute to the success of your win?

A: (Mason): Top would be communication – for sure. In Solo Queue you don't have the privilege of communicating vocally with teammates. That makes it much more difficult. Having good communication with teammates is essential to getting the win. Second, I would say mechanics. If you lack mechanics, you might not be able to hit the top two shots you need to close out a win. And rotation is third. If you're not rotating well, everything is going to fall apart.



RPI OVERWATCH CHAMPION

INTERVIEW WITH NATHANIEL PAGE, RPI STUDENT LEADER

Q: What were the things you identified about your MVP that really set him apart?

A (Nathaniel): While everyone was playing as a team, his mechanics were completely out of this world. Some of the sleeps, some of the shots he was making were absolutely crucial. He ended several fights before they even began with sleep darts. Amazing mechanics throughout the entire competition.

Q: What are some strategies you have, as a leader of the RPI organization, to prevent tilt and work through issues as a team?

A: (Nathaniel): Just being open, honest, and clear when you're frustrated is key. We make sure our players know that if you're frustrated, you should express it, and be clear about what you're frustrated about. A lot of these issues fester over time. You might have a nitpick about something in the game, with yourself, or with the play of one of your teammates. If you talk about that the first time it happens, it's often a simple fix. But if it's later, then people aren't going to be able to talk or think clearly about what's going on. It's all about communication.

Q: What advice would you give to those students who are seeking to enter the field of collegiate esports but maybe don't know a lot about it?

A (Nathaniel): In high school, I was super interested in esports. If I went back in time, I would have told myself to take it a bit more seriously in the VOD review section. I was always after the pride and glory of playing the game. But if you take a more logical view of the game and commit to self-improvement, you can get a lot out. Coming to RPI and doing engineering ended up giving me the tools I needed to improve myself as an esports athlete. In terms of in-game skills, things like VOD reviews and thinking about your games logically are big helps.

MEMBER SPOTLIGHT

SAINT JOSEPH'S UNIVERSITY

Angela Nagle
Assistant Athletics Director



"Saint Joseph's University is excited to join the ECAC in the Fall of 2020. Our student experience reaches far beyond the classroom into recreation, student life and athletics. Competition within esports provides the perfect arena in which to build upon this same skillset."



NEW JERSEY CITY UNIVERSITY

Joshua Case
Head Of Esports Coach

"We are extremely excited to debut our competitive program in the ECAC. Lydia has been a pleasure to work with as we develop the ins and out of our structure. Our competitors have also been very courteous and welcoming in each match. We look forward to our continued partnership with this conference!"

eSports

STONEHILL COLLEGE

Cameron Wetzel
Gaming Club President



"The managers and players here at Skyhawks Esports are excited to take their program to the next level by joining the ECAC. We believe we've proved ourselves to be a top competitor, and we are ready for the tough competition headed our way this season. Our program has grown exponentially since its inception, and we are excited to continue to grow as a part of ECAC. Thank you for having us, and we look forward to playing with you all!"



GRACE COLLEGE

Andrew Palladino
Head Esports Coach

"Grace College Esports is excited to compete in the upcoming ECAC season. As we start our varsity program, we hope to field a roster that is competitive and really showcases the mission of our school. We look forward to competing in the spring season and growing as a team."

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.



Dan Coonan
CEO of ECAC
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Lydia Fister
Director of ECAC Esports
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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

THIS MONTHS IMPORTANT LINKS

ESTV Twitter

https://twitter.com/co_estv?lang=en

UNlesports Website

<https://uniesportsgroup.com/>

Sportsfindia Website

<https://sportsfinda.com/>

Central Methodist University Esports Page

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

UNI esports

<https://calendly.com/monica-318/lfg-program-interview?month=2020-11>

This Months Graphic Designer: Samantha Moore

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

QUOTE OF THE MONTH

*Doubt kills
more dreams
than failure
ever will*

KEEPING UP WITH ESPORTS

Make sure you stay up to date
with all things Esports!

Follow the ECAC Esports Social
Accounts at @ECAC_Esports

Follow CSMG's LinkedIn and
Twitter @collegiatesmg

