



ANNUAL GENERAL MEETING

eSports: CSL



Francisco Tejada

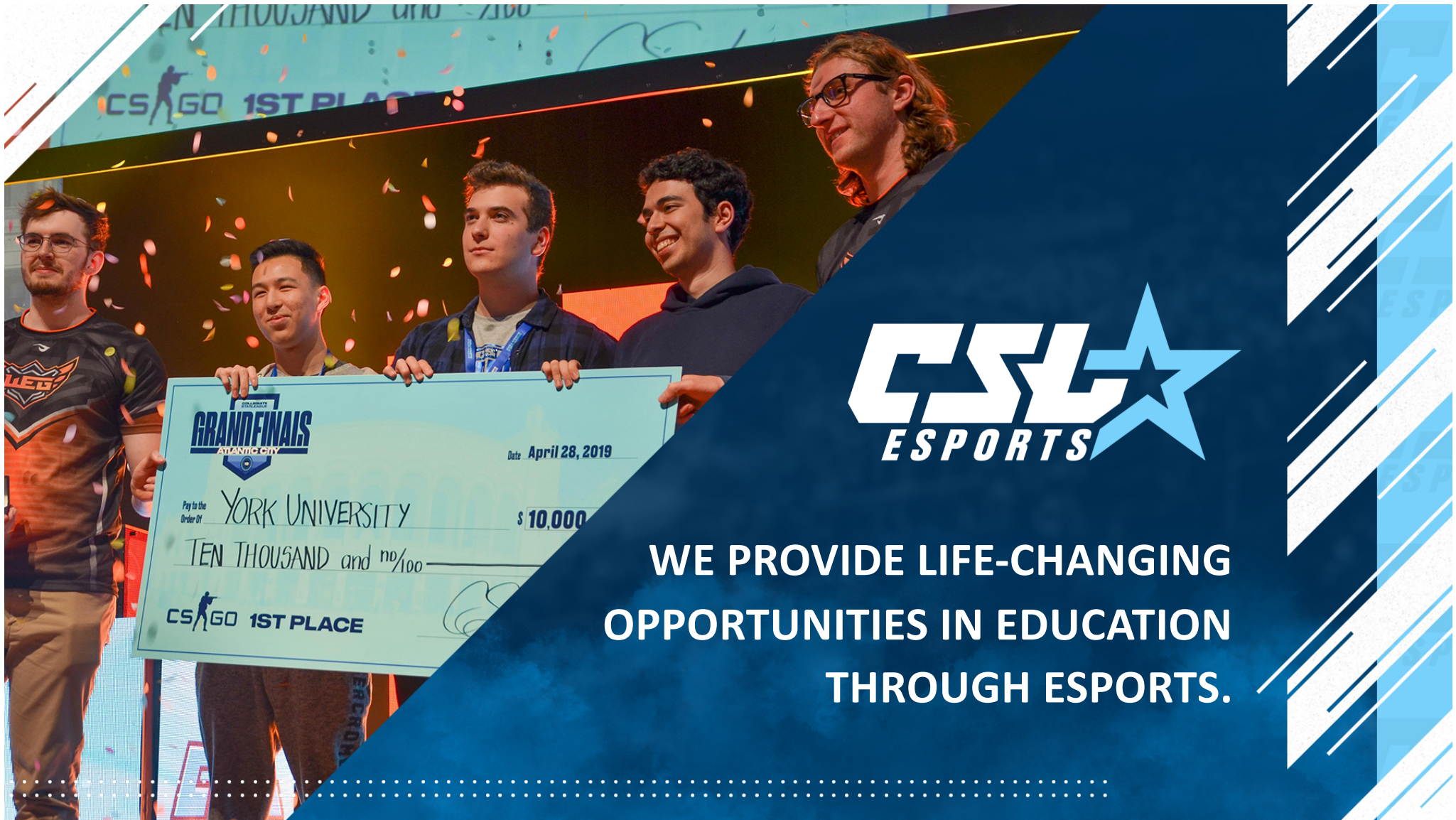
Senior Account Executive,
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CSL ESports





CSL★
ESPORTS

May 2022



**WE PROVIDE LIFE-CHANGING
OPPORTUNITIES IN EDUCATION
THROUGH ESPORTS.**

ESPORTS IN EDUCATION FACTS

- Over 5,000 high schools in North America have created an esports club in the last 8 years
- Almost 2,000 higher-education institutions have student-based esports clubs, but only 200 have scholarships to compete on a varsity team
- Esports in school supports STEM/STEAM

Credit: High School Esports League (2021), NACE, LFGGroup.GG



BENEFITS OF ESPORTS IN EDUCATION



Credit: California State University, Dominguez Hills Esports (CSUDH)

U SPORTS GAMING PARTNERSHIP



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U SPORTS x CSL ESPORTS PARTNERSHIP

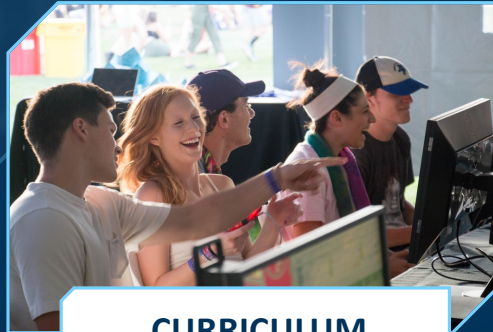
HOW WE HOLISTICALLY SUPPORT U SPORTS MEMBERS



COMPETITION

- ▶ Varsity Program Expansion
- ▶ Club / Community / Alumni
- ▶ Intramurals

NACE
STARLEAGUE



CURRICULUM

- ▶ Development & Implementation
- ▶ Career Pathways
- ▶ Faculty Assistance



COMMUNITY

- ▶ Curriculum Support
- ▶ Campus Revamp
- ▶ Revenue Generation

COMPETITION

VARSITY & OPEN COMPETITION

NACE Starleague operates in tandem with the academic calendar with Fall and Spring esports seasons and offers Varsity and Open levels of competition. Students play through a Regular Season, Playoff, and Grand Finals Championship. Top performing teams are awarded in the form of scholarships.

CALL OF DUTY®

LEAGUE OF LEGENDS

CS GO

VALORANT

OVERWATCH

ROCKET LEAGUE

EA SPORTS FIFA 21

**SUPER SMASH BROS.™
ULTIMATE**

FORTNITE



CSL
ESPORTS

COMPETITION

2021 – 2022 NACE STARLEAGUE RECAP



693 SCHOOLS
423 VARSITY PROGRAMS



13,052 TOTAL MATCHES
\$163,500 SCHOLARSHIP DOLLARS

NCAA STUDENT ATHLETE PARTICIPATION IN 2021



MEN'S
WRESTLING

7,436



MEN'S + WOMEN'S
HOCKEY

12,803



MEN'S (FCS)
FOOTBALL

13,307

**NACE
STARLEAGUE**

MEN'S + WOMEN'S
ESPORTS

13,351



MEN'S + WOMEN'S
GOLF

13,548



MEN'S
LACROSSE

15,180



MEN'S + WOMEN'S
TENNIS

15,252

COMPETITION

2021 – 2022 CANADIAN SCHOOL PARTICIPATION



TOTAL	42 Schools	177 Teams	1021 Players
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28 Schools	146 Teams	841 Players
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OTHER	14 Schools	31 Teams	180 Players
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*All Canadian data for 2021-2022 NACE Starleague Season.



COMPETITION

CANADIAN SCHOOLS ACTIVE IN NACE STARLEAGUE



British Columbia Institute of Technology (BC)



Brock University (ON)



Cape Breton University (NS)



Carleton University (ON)



Cégep Édouard-Montpetit (QC)



Concordia University (QC)



Dalhousie University (NS)

Fanshawe College (ON)

George Brown College (ON)

Georgian College (ON)

Humber College (ON)

Keyano College (AB)

Lambton College (ON)

Langara College (BC)



McGill University (QC)



McMaster University (ON)



Mount Royal University (AB)



Ontario Tech University (ON)



Queen's University (ON)



Ryerson University (ON)

Seneca College (ON)

Simon Fraser University (BC)

St. Clair College (ON)



Trinity Western University (BC)



Université Laval (QC)



Université de Montréal (QC)



University of Alberta (AB)



University of British Columbia (BC)



University of British Columbia Okanagan (BC)



University of Calgary (AB)



University of Guelph (ON)



University of Manitoba (MB)



University of New Brunswick (NB)



University of Ottawa (ON)



University of Toronto (ON)



University of Toronto – Mississauga (ON)



University of Victoria (BC)



University of Waterloo (ON)



University of Windsor (ON)



Western University (ON)



Wilfrid Laurier University (ON)



York University (ON)



COMPETITION

TOP PERFORMING U SPORTS GAMING SCHOOLS



COMPETITION

U SPORTS GAMING OFFERS AND INCENTIVES



Sales Promotions for Players and Procurement



Celebrating Canadian Esports Talent

COMPETITION

ESPORTS PROGRAM SUPPORT

In addition to the varsity level esports program development, we can advise you through the process of establishing your esports culture to ensure that the esports club/community program is congruent with your goals for student engagement, intramurals, recruitment, and retention. We will leverage our experience to help you overcome communication barriers with students and faculty, as well as provide sample materials to assist with market research.



STATE OF ESPORTS CURRICULUM

Existing STEAM Majors

- Computer Science
- Engineering
- Information Technology
- Software Development
- Digital Design

What's next?

- Business of Esports
- Esports Event/Team Management

Curriculum Structures

- Elective, Concentration, Minor, Major

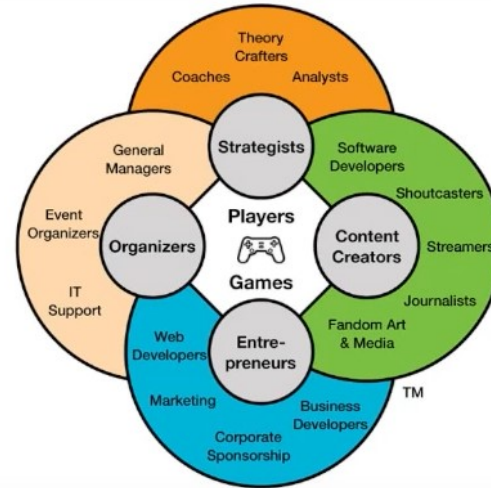


Diagram Citation: Anderson, Tsaasan, Reitman, Lee, Wu, Steele, Turner & Steinkuehler (2018)

SAMPLE CURRICULUM

The Esports Industry

- 1.Introduction to the Course
- 2.Competitive Games and Digital Platforms
- 3.Electronic Sports Trends
- 4.Legislation and Esports
- 5.Legislation and Esports II

Esports Marketing and Communications

- 1.Marketing in Esports
- 2.AI (Artificial Intelligence) & ML (Machine Learning) in Marketing Analytics
- 3.Brand Activation and Development
- 4.Social Media and Social Networking
- 5.Sponsorship Assets Development
- 6.Development of Sponsorship Programs
- 7.Sale and Negotiation of Sponsorship Programs
- 8.Marketing Control and Performance

Esports Event Management

- 1.Introduction to Esports Events
- 2.Live Events: Planning
- 3.Communication plan
- 4.Logistics and Supplier Management
- 5.Human Resources Management
- 6.Financial Management of Events
- 7.Live Events: Operationalization
- 8.Competition Management
- 9.Production and Content at Events

Esports Team Management

- 1.Team Structures, Leadership, and Management
- 2.Content Creation for Teams
- 3.The Training Process in Esports
- 4.Coaching and Mentoring
- 5.Motivation, Retention, and Talent Development
- 6.Player Representation
- 7.Financial Management of Teams

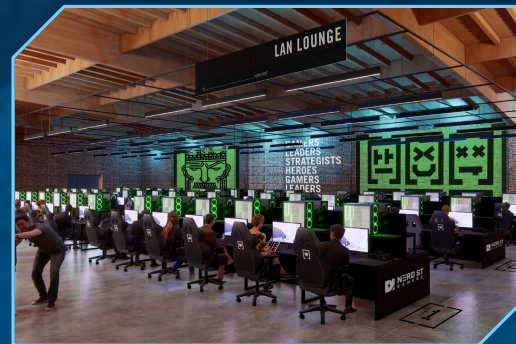
COMPETITION

CONSULTING

ESPORTS & SCHOLASTIC GAMING CENTER



- A private facility and competition stage for home matches for U SPORTS Gaming esports teams
- Public access to college students, club teams and local high school teams, community members
- Built-in promotion, content creation and marketing exposure from CSL Esports and Nerd Street, driving participation and interest
- Curriculum integration, providing real-life / hands-on opportunities for students in event management, hospitality, communications and broadcasting, sports management and STEM fields
- Revenue upside through rent, recruiting, sponsorships, naming rights & ticket sales



COMPETITION

CONSULTING



"We are thrilled about this partnership and the expanded athletic and academic opportunities that it brings to our students at Albright College... Not only will it be a catalyst for our growing varsity esports team and our Gamers Guild student club, it will inspire synergies with our computer science department, enhance our game and simulation major, provide hands-on learning experiences for our Science Research Institute high school students and others interested in the esports industry. This will be a welcoming, exciting new venue for the surrounding community."

-Albright President Jacquelyn S. Fetrow, Ph.D.



HOW TO REACH US:

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THANK YOU!