

PENNSYLVANIA  
**ESPORTS**  
*Coalition*



# PENNSYLVANIA ESPORTS COALITION

## *Why join the PA ESC?*

- PA ESC will be advocating on behalf of the industry, to not only promote its growth, but educate key decisionmakers on positive public policies and potential regulations that would help foster future growth and development of the industry. We will be your voice within all levels of government, and will lead the charge to advocate, educate and promote the industry to those who will make critical policy and regulatory decisions impacting the industry.
- The PA ESC will be a centralized hub of activity, making connections and building relationships among our members, and encouraging collaboration between stakeholders. Marketing members, and assisting with business development opportunities, will be a focus of the Coalition.
- The PA ESC will establish standards and best practices for the industry, and help create a safe and secure competitive environment in the Commonwealth, building credibility and sustainability for our membership.
- This is not about exclusivity! The PA ESC will strive to include even the most casual of esports fans, and help them find their place within the industry. By promoting tournaments, players, games, leagues, scholarship opportunities, high school programs, and all other unique members of the coalition, we will be the bridge among all “players” in the esports ecosystem.
- The PA ESC will be the standard for information! Members will have access to data, reports and resources, as well as exclusive invitations to host, sponsor, speak or otherwise participate in the PA ESC receptions, conferences and other events.

## **ABOUT THE COALITION**

The Pennsylvania Esports Coalition (PA ESC) is a non-profit 501(c)(6) organization comprised of stakeholders from all aspects of the esports ecosystem, including technology, entertainment, education, athletic, casino gaming and government sectors, as well as gamers and spectators committed to advancing our mission.

Founded in November of 2017, the PA ESC provides organizational leadership for its members, and serves as the primary advocate and public policy voice for the esports industry in Pennsylvania.

## **MISSION STATEMENT**

The PA ESC will advance the development, growth and integrity of esports in Pennsylvania through advocacy, education and promotion of the industry. Through collaboration of its members, the PA ESC will organically grow the industry and establish a network of stakeholders where members bring their industry specific resources for the benefit of the esports community. This includes professional and amateur gamers, game developers, venues, hosts and all other aspects of the industry.

## **COALITION FOCUS**

The PA ESC will focus on three primary areas: Advocacy. Education. Promotion.

## **ADVOCACY**

Through a detailed and effective advocacy strategy, the PA ESC will engage the public, policymakers, regulators and other stakeholders on the positive economic, educational and social impacts of the esports industry, while advocating to maintain the integrity and safety of the industry across all sectors. This will include advocacy for policies and regulations that promote the Coalition’s mission to support the growth of the industry within the Commonwealth.

## **EDUCATION**

The Coalition will also work with members and industry partners to develop a strategy to educate and inform critical stakeholders about the importance and positive impacts of the esports industry in Pennsylvania. Public awareness, and educating decision makers and those who influence public policy, on the vitality and future of esports will be an important aspect of the Coalition’s mission.

## **PROMOTION**

The PA ESC will promote the advancement of the esports industry within Pennsylvania, and promote and foster the highest degree of integrity, safety and security within the esports industry, through the development of best practices and industry-wide standards. In addition, the Coalition will develop and foster partnerships among businesses, governments and other industries within the esports ecosystem.

The PA ESC will work toward becoming the primary organization for input, information and expertise in the esports field, and obtain credibility and reliability in the eyes of policymakers, regulators, investors and other stakeholders, to help ensure the continued growth and development of esports in the Commonwealth.

We are committed to working with our members to carry out the Coalition’s mission and focus of advocacy, education and promotion of the industry.





## 2018 PA ESC MEMBERSHIP

The PA ESC is looking for individuals and representatives from all aspects of the esports ecosystem to join the Coalition, and help advance the development and growth of the industry throughout the Commonwealth.

We have several membership levels and opportunities, and encourage anyone interested in joining our efforts to fill out an application online at [www.paesports.org](http://www.paesports.org) or email [info@paesports.org](mailto:info@paesports.org).

### Membership Levels and Eligibility

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#### General Members

Companies and organizations, including school, college, university or not-for-profit organizations, with a demonstrated role in esports or gambling industries are only eligible to join as General Members.

#### Affiliate Members

Companies and organizations, including school, college, university or not-for-profit organizations, with an interest in esports or gambling industries are eligible to join as Affiliate Members. Affiliate Members may apply to be General Members.

#### Governmental Entities

Governmental or regulatory entities may be represented in the Coalition. Memberships at this level are limited to legislators; federal, state, or local government officials; legislative, executive or judicial employees of the Commonwealth; and, Commonwealth agencies, departments or divisions that are involved in gaming regulation.

### Highlights of Membership Benefits

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#### All PA ESC members receive, at a minimum:

- PA ESC industry data, reports and resources.
- Exclusive invitations to host, sponsor, speak or otherwise participate in the PA ESC receptions, conferences and other events.
- Distinction as a member of the PA ESC, and use of PA ESC logo.
- State and local legislative and regulatory representation, tracking, advocacy and education.
- Direct phone and email access, correspondence with and from Coalition staff, board of directors, advisory board members and other partnerships.
- Real-time and regular updates on the PA ESC's advocacy and educational initiatives and activities.
- PA ESC "News Briefs," newsletters and other informational materials.



# Advocacy. Education. Promotion.



[www.paesports.org](http://www.paesports.org)