



**FSGA**  
FANTASY SPORTS & GAMING ASSOCIATION

MEDIA KIT



**PREPARE TO**

**CATCH THE  
FANTASY  
MOMENTUM**

# WELCOME

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Welcome to the most comprehensive resource for and the official association of the fantasy sports and gaming industry. The Fantasy Sports & Gaming Association (FSGA) serves as the voice of the industry and this media kit is an extension of our more than 19 years of service.

The FSGA is the voice for over 59 million fantasy sports and gaming players in the United States and Canada, and for the companies that provide services, news, information and competition to support this growing industry. Founded in 1998, FSGA is the only dues-based national organization representing the interests of fantasy sports and gaming companies.

We welcome your interest in helping us grow and reporting on fantasy sports, in turn, helping to protect the interests of our players and our member companies. FSGA provides the tools and resources needed to expand upon your knowledge of fantasy sports and gaming. Connecting with FSGA means you've tapped into the power of an established community of successful fantasy sports and gaming entrepreneurs. You also have a platform to raise your voice and affect change within the fantasy sports and gaming business community.

For questions about research and press matters, or to learn about ways to participate in FSGA committees or conferences, please contact me at [cmccoy@thefsga.org](mailto:cmccoy@thefsga.org).

On behalf of the FSGA Board of Directors, thank you for choosing FSGA as the organization to represent your business interests.

*Christina McCoy*

Christina McCoy, CAE  
Executive Director  
Fantasy Sports & Gaming Association



# RECENT NEWS

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The FSGA Public Affairs Committee serves as the voice of the fantasy sports community and functions as a communication resource to member companies, analysts, as well as national, local, and trade media. Below is a sample of our influence in the industry.

[FSTA TO REBRAND TO REFLECT NEW GAMING FOCUS](#)  
JANUARY 24, 2019

[FSTA TO EXPAND AND EMBRACE CHANGES](#)  
JANUARY 24, 2019

[FSGA CELEBRATES VICTORY IN LOUISIANA](#)  
NOVEMBER 7, 2018

[FSTA APPLAUDS RULING IN INDIANA SUPREME COURT RIGHT OF PUBLICITY CASE](#)  
OCTOBER 25, 2018

[FSTA STATEMENT ON PASSAGE OF PERMANENT MASSACHUSETTS FANTASY SPORTS LAW](#)  
JULY 27, 2018

[WORLD CHAMPIONSHIP OF FANTASY FOOTBALL NAMED FIRST-EVER "MATTHEW BERRY GAME CHANGER" AWARD WINNER](#)  
JUNE 25, 2018

[2018 FANTASY SPORTS INDUSTRY RESEARCH](#)  
JUNE 20, 2018

[IAN ALLAN ELECTED TO FANTASY SPORTS HALL OF FAME](#)  
JUNE 5, 2018

[FSGA FILES AMICUS BRIEF IN INDIANA FANTASY SPORTS RIGHT OF PUBLICITY CASE](#)  
MAY 21, 2018

[FSGA HONORS THE BEST IN FANTASY SPORTS](#)  
FEBRUARY 13, 2018

[PRESS RELEASE: FANTASY SPORTS NOW A \\$7 BILLION INDUSTRY](#)  
JUNE 20, 2017





## ABOUT FSGA

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The Fantasy Sports Trade Association (FSTA) was founded in 1998 to provide a forum for interaction between hundreds of existing and emerging companies in the unique, and quickly growing, fantasy sports industry.

From small local leagues managed with pencil and paper to automated web sites with real-time statistics. From snail mail expert fantasy information to web sites with injury and progress reports updated daily. The fantasy sports industry has changed considerably in the past 20 years and now, as the Fantasy Sports & Gaming Association (FSGA), we stands to represent all of the varied interests to advance the industry.

The FSGA represents more than 200 member companies in the industry with a market size reaching nearly 60 million fantasy sports and gaming players across North America. FSGA builds meaningful connections among the small, the large, the entrepreneurs, and the corporations as well as the visionaries, innovators, investors, advertisers, and sponsors.

### BOARD OF DIRECTORS

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*Performance Prediction*

# FSGA LOGO & BRAND ASSETS

## Size of Logo

The FSGA logo can appear in a variety of sizes. For purposes of registration and visibility, the smallest size the logo can be replicated is 1.5-inches wide and 1-inch high (as shown).



## Logo Colors

Below are the official colors to be used in communications at the exact values they appear in the logo depending upon the medium being developed for.



RGB (233, 68, 1)  
CMYK (3, 88, 100, 1)  
HEX (#E94401)



RGB (16, 106, 170)  
CMYK (90, 57, 7, 1)  
HEX (#106AAA)



RGB (51, 51, 51)  
CMYK (69, 63, 62, 68)  
HEX (#333333)

## Space Buffer

A minimum amount of space is required around all edges of the FSGA logo to buffer it from other graphics and type that appears in close proximity to it. The space between the logo and all typography, other logos, graphics, and photos should be equivalent to or greater than .125 inches as illustrated below.



# FANTASY SPORTS AT A GLANCE

## THE AVERAGE FANTASY SPORTS PLAYER



2 out of 3 fantasy sports players are men.

# 32

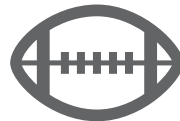
is the average age



50% have a college degree or higher



61% say they are watching more live sports because of fantasy.



Football (66%) is the favorite fantasy sport among players.



# 59,300,000

people played fantasy sports in 2017 in the USA and Canada.

## TOTAL FANTASY SPORTS MARKET

# \$7.22 billion

Including all fantasy games and ancillary spend, it's estimated that fantasy sports contributes \$7.22 B to the U.S. economy:

Traditional	\$3.27 B
Daily Fantasy Sports	\$2.91 B
Ancillary	\$1.04 B

## ANNUAL AVERAGE SPEND



On average, fantasy sports players (age 18+) spend \$653 on league related costs, single-player challenge games, and league related materials over a 12 month period.

# 73%

of traditional players spent money on special prizes in at least one league.

Championship Clothing	\$30.00
Championship Ring	\$30.00
Championship Belt	\$25.60
League Trophy	\$25.00
Other	\$25.00

## GROWTH OF FANTASY SPORTS PLAYERS

**59.3 MILLION**  
PLAYERS IN 2018

**27 MILLION**  
PLAYERS IN 2009

**41.5 MILLION**  
PLAYERS IN 2014

**56.8 MILLION**  
PLAYERS IN 2015

**57.4 MILLION**  
PLAYERS IN 2016





# FSGA

FANTASY SPORTS & GAMING ASSOCIATION

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