PREPARE TO
CATCH THE FANTASY MOMENTUM
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.

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
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.

RECENT NEWS

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

The Fantasy Sports & Gaming Association (FSGA) 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.

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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.
- Football (66%) is the favorite fantasy sport among players.
- 61% say they are watching more live sports because of fantasy.
- 59,300,000 people played fantasy sports in 2017 in the USA and Canada.

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.

GROWTH OF FANTASY SPORTS PLAYERS

- 59.3 Million players in 2018
- 56.8 Million players in 2015
- 57.4 Million players in 2016
- 41.5 Million players in 2014
- 27 Million players in 2009

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:

<table>
<thead>
<tr>
<th>Fantasy Type</th>
<th>Market Size (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>$3.27 B</td>
</tr>
<tr>
<td>Daily Fantasy Sports</td>
<td>$2.91 B</td>
</tr>
<tr>
<td>Ancillary</td>
<td>$1.04 B</td>
</tr>
</tbody>
</table>

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