

2022-2024 FSGA Strategic Framework

Vision

Connecting fans to the sports they love

Mission

To support fantasy sports, sports gaming, and new forms of fan engagement

Values

Pro-Business > Embrace Innovation > Future-Focused > Support Legal Game Play > Consumer Protection

Strategic Outcomes

Entrepreneurship & Innovation

FSGA is the go-to destination providing tools, insight, best practices, and educational resources to support new, emerging, and evolving companies in the sports betting and fantasy sports industries.

Trusted Research

FSGA is the trusted source for sports betting and fantasy sports and market data, analysis, and benchmarks, to identify growth and opportunities to achieve member goals and increase overall market size.

Influential Brand

FSGA is recognized as the premier association in North America for sports betting and fantasy sports companies

FY 2022 Strategies and Tactics

Entrepreneurship & Innovation

Strategy

Define, share, and drive emerging practices for start-up and early stage businesses, and innovative approaches for established companies.

Tactics

- Do a gap analysis survey to understand the education and services start-up and early-stage companies need most
- Business spotlight on established companies featuring their path to maturation and innovation along the way.
- Create a best practices knowledge library

Responsible Committees

Membership, Education & Career

Trusted Research

Strategy

Develop ways to gather and disseminate accurate, relevant, clear, and actionable data.

Tactics

- Gather current direct consumer spending and market analysis data on fan engagement in sports.
- Create an annual member operating ratio report
- Incorporate research as a regular feature in monthly e-news

Responsible Committees

Awards & Research

Influential Brand

Strategy

Establish, maintain, and advocate for a competitive pro-business and pro-consumer environment for fantasy sports and sports betting.

Tactics

- Identify engagement and partnership opportunities that drive our legislative agenda
- Increase and promote the number of fantasy sports and sports betting operators that are members
- Write an impact report on how FSGA was influential in creating the mobile sports betting environment

Responsible Committees

Public Relations, Government Affairs