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