

# ***EsportsTravel***<sup>®</sup> **SUMMIT**

## **Panel:**

## The Rapid Evolution of Esports Venues

## **Presenters:**

Tyler Othen / CSL

Rashed Singaby / HOK

Way Stark / Pridestark Gaming

Murphy Vandervelde / Helix eSports

Jim Wood / Meet AC

Jason Gewirtz / *SportsTravel*

Sponsored by



#EsportsTravelSummit

# LEAGUE OF LEGENDS WORLD'S CHAMPIONSHIP

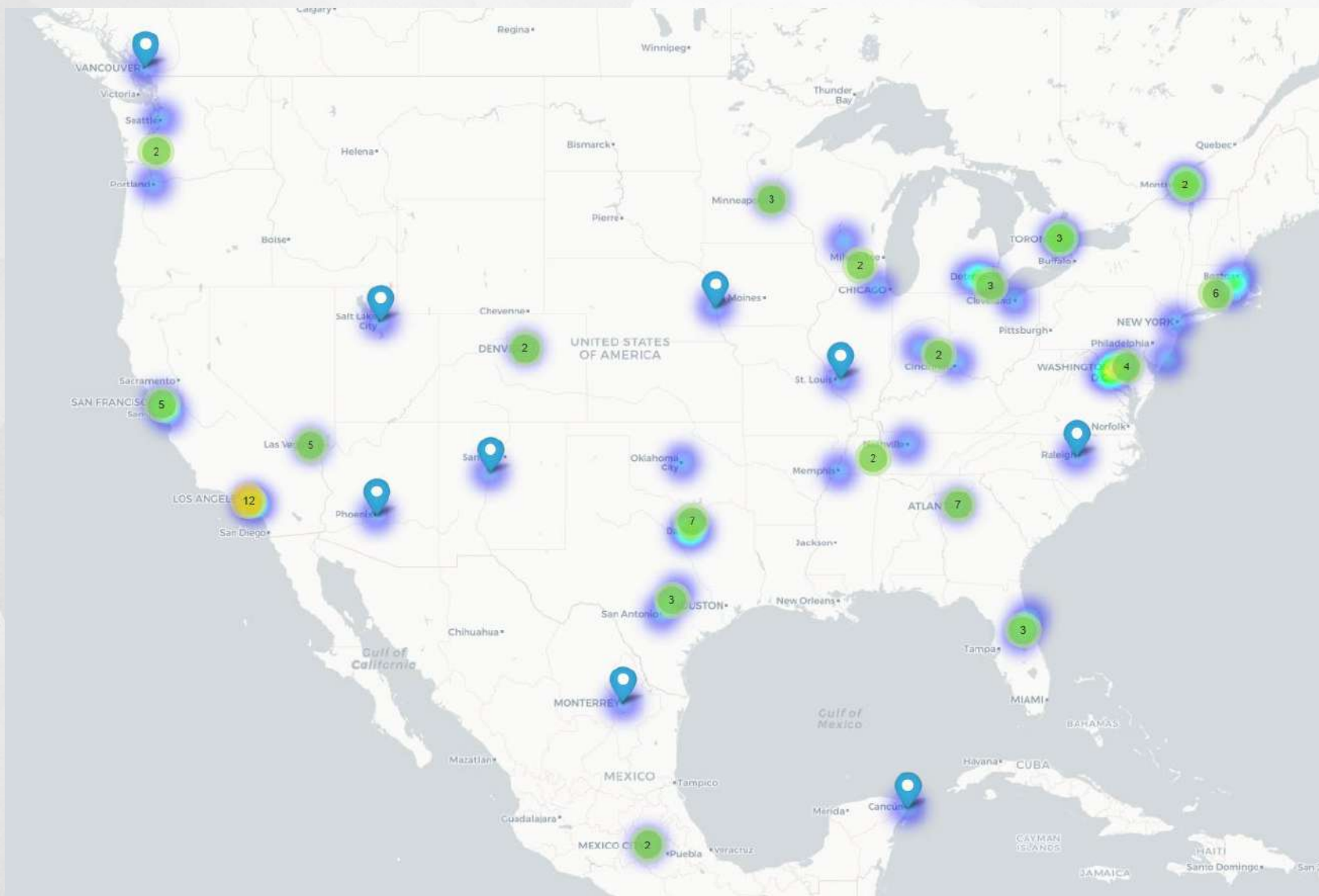
## SEASON 1 VS. SEASON 7

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## ESPORTS VENUE LANDSCAPE: Domestically



- 74 different venues used in U.S. in 2017
- Wide variety of facility types:
  - 32 convention centers
  - 11 hotels
  - 8 studios
  - 7 arenas
  - 6 performing art centers
  - 4 Esports venues
  - 5 other facilities

Source: Esports Charts 2018

# ESPORTS VENUE LANDSCAPE: Types of Facilities

## Studios / Labs

## Spectator Esports Venues

## Multipurpose Arenas

### Red Bull Gaming Sphere (London)

- Multiple social gaming areas
- Racing game simulators
- Public viewing/mainstage area



### UCI Esports Arena (Irvine, CA)

- 3,500 square feet
- Limited spectator space



### Esports Arena (Santa Ana, CA)

- Renovated storage building
- 18,000 sq. feet, mainly open
- Capacity for 3,000



### Esports Arena (Las Vegas, NV)

- Two levels, 30,000 sq. feet
- Telescopic seating for 200+
- Two bars, several gaming areas



### Esports Stadium (Arlington, TX)

- Seating capacity for 2,000
- Will feature practice rooms, retail space, gathering areas



### Wizards Practice Facility (D.C.)

- Arena floor with significant electrical/internet capabilities
- Fixed seating for 4,200
- Esports practice rooms



### Barclays Center (Brooklyn, NY)

- Seating capacity of 19,000
- Overwatch and other major championships



↑  
Spectator  
Capacity



# SITE SELECTION CRITERIA: Overview

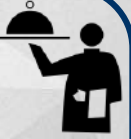
## Market Population / Demographics

- Drivetime 18-35 population
- High school/college student population
- Annual video game participation



## Hospitality Infrastructure

- AirBnB inventory
- Area restaurant inventory
- Nearby entertainment



## Gaming Community

- Twitch viewership in region
- Past/existing competitive esports events
- High schools/colleges with esports teams



## Economic Factors

- Area income statistics
- Area spending on gaming/electronics
- Employees/businesses in tech/electronics



# REVENUE OPPORTUNITIES

ESPORTS ARE A CROSS BETWEEN SPORTS VENUES, CONVENTION CENTERS AND CONCERT ARENAS

## B2B

- Sponsorships - Venue, Events and Broadcasts
- Media and Content Sales
- Revenue Share
- Pro Team Residency
- Arena Rentals - Corporate Meetings, Charities, Retail
- Brand Activations
- Partnerships – VR, tech

## B2C

- Membership Dues
- Daily Gaming Passes
- Tournament Entries
- Event Ticketing
- Food and Beverage
- Merchandise
- Festivals, Camps and Workshops

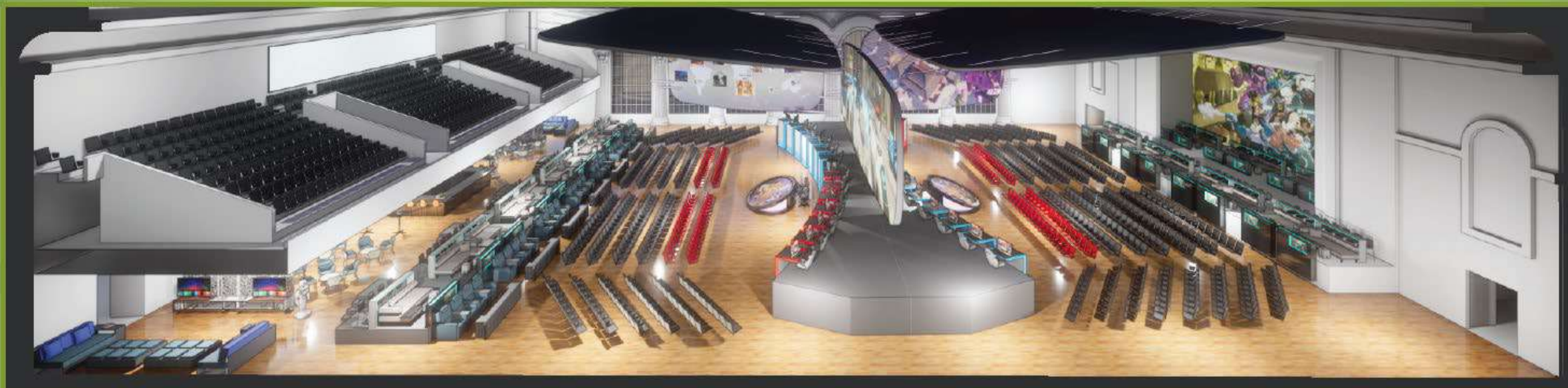


# ATLANTIC CITY MULTI-USE ESPORTS VENUE





# ATLANTIC CITY MULTI-USE ESPORTS VENUE



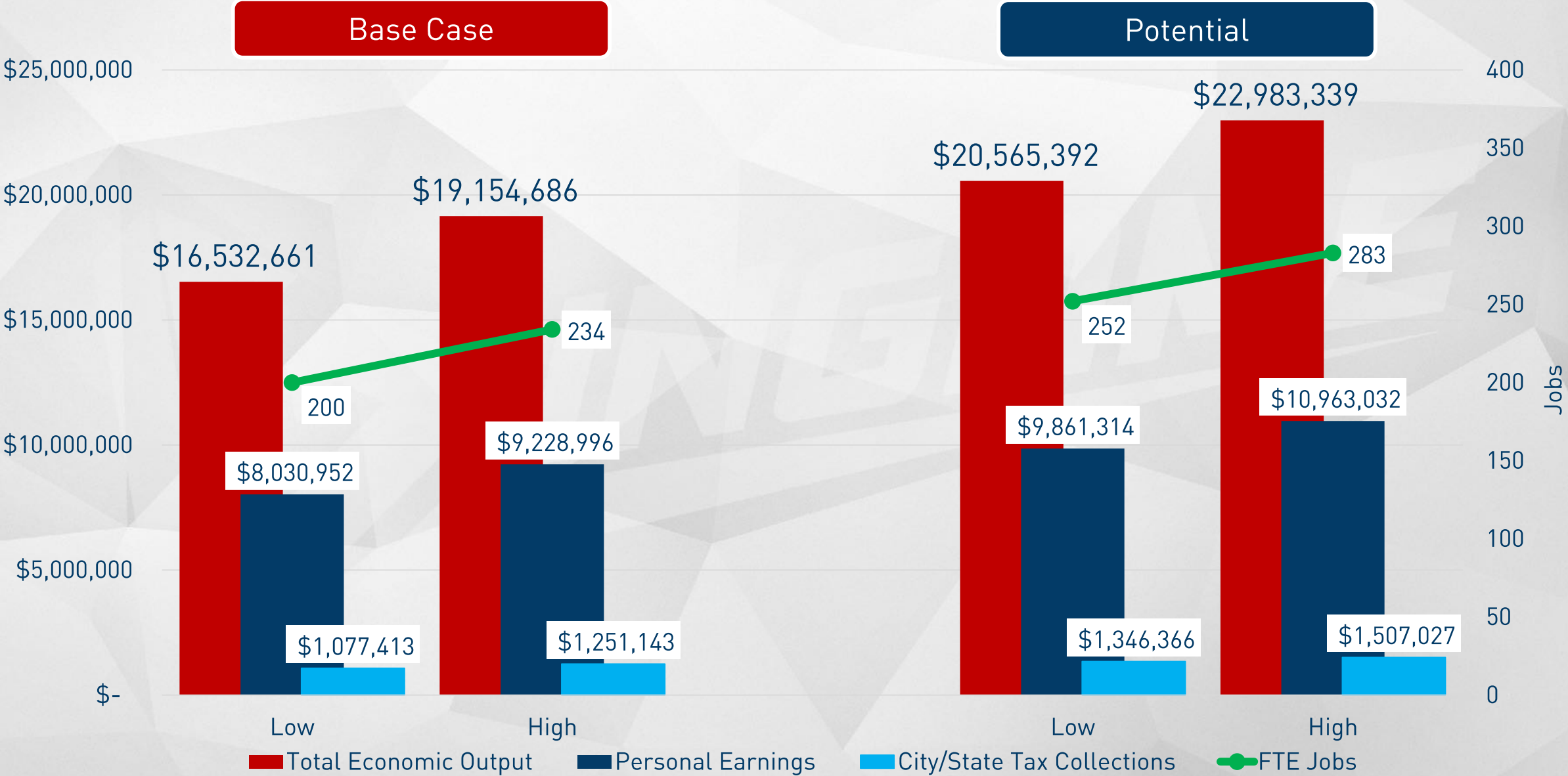


# ATLANTIC CITY ESPORTS VENUE PROGRAM

THE ARENA PROGRAM IS THE AXIS OF THE ATLANTIC CITY ESPORTS INITIATIVE



# ECONOMIC IMPACT: Estimated Economic Impact





# THE ESPORTS ADVISORY PARTNERSHIP



Market and  
Feasibility  
Analysis



Esports  
Programming  
and Marketing  
Strategies



Media and  
Technology  
Analysis and  
Implementation



EXPERIENCE

ESPORTS  
VENUE

FLEXIBILITY

TECHNOLOGY



# SCALE OF EVENTS & VENUES



# VENUE TYPE/ FLEXIBILITY



# WHERE IS IT HAPPENING

Future Proofing/ Adding Esports Capabilities to existing arenas

Retrofit smaller spaces (Warehouses, Malls, theatres)

Practice Facilities

Collegiate Amenities (Athletics or Rec)

Purpose-Built new venues

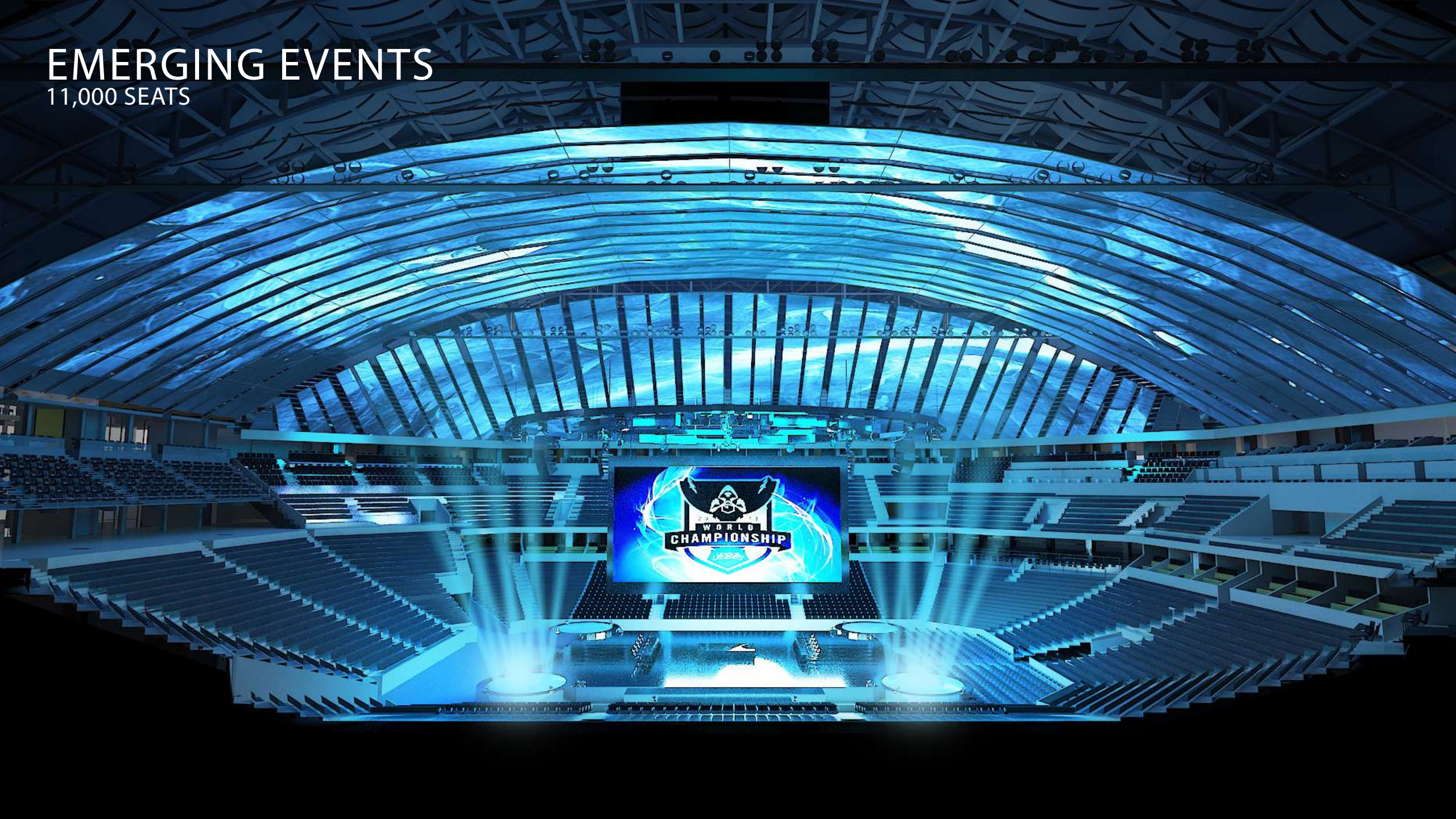
(comes in a variety of scales )

(Community focused vs Broadcast focused)



# EMERGING EVENTS

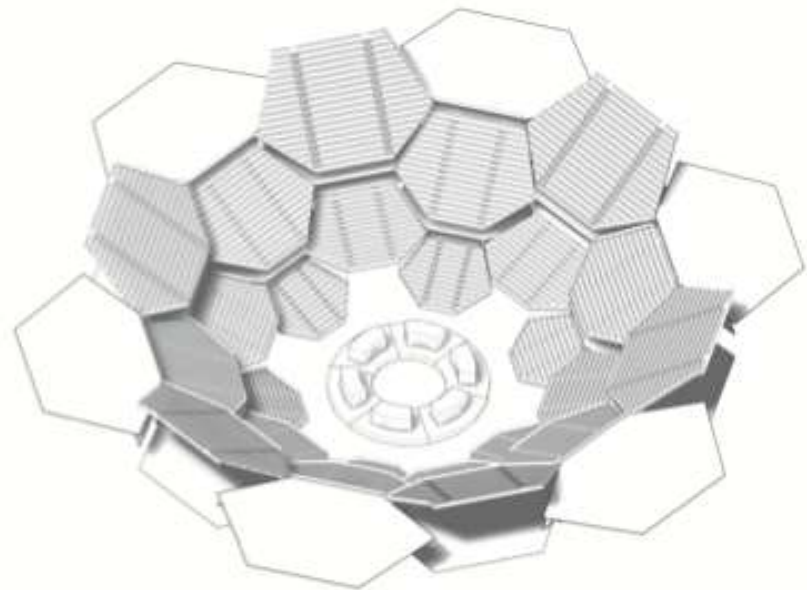
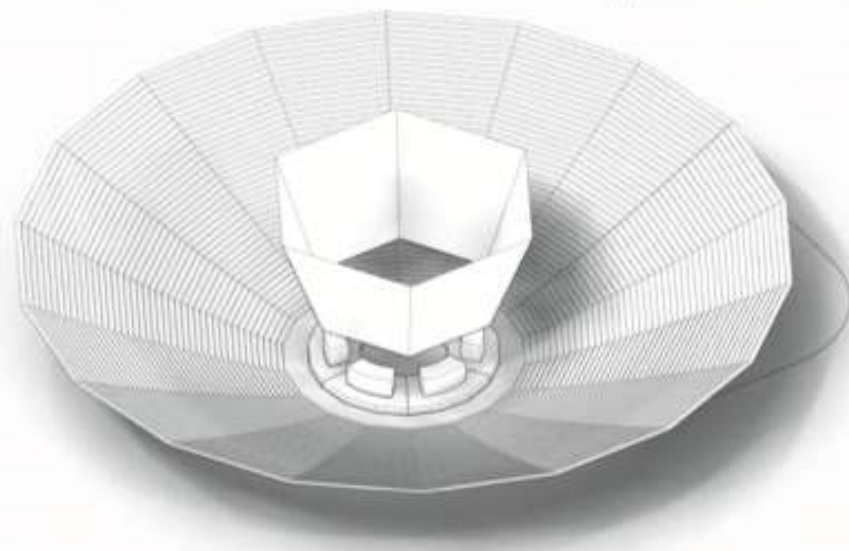
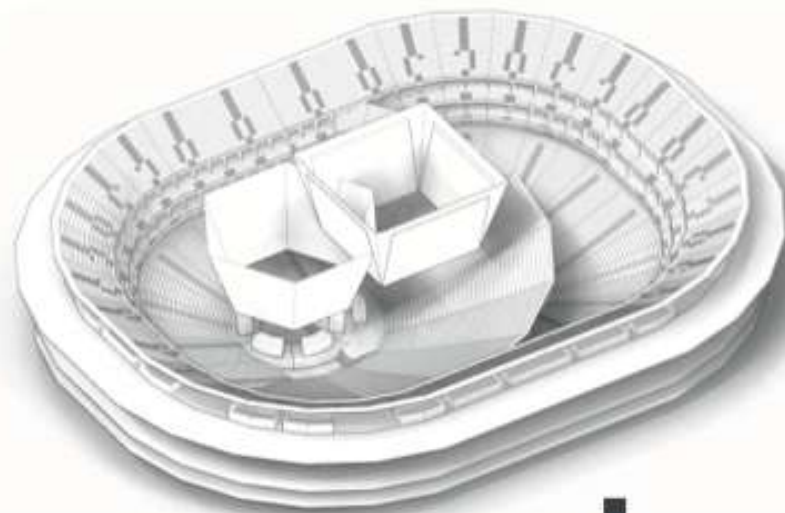
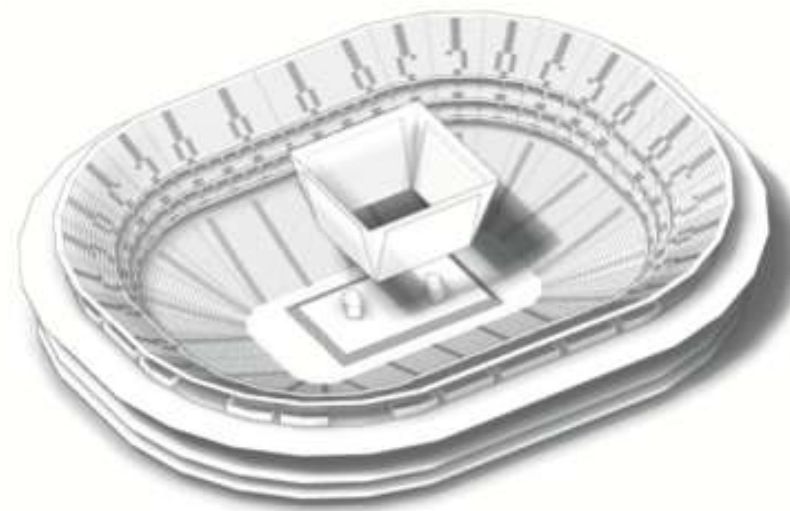
11,000 SEATS

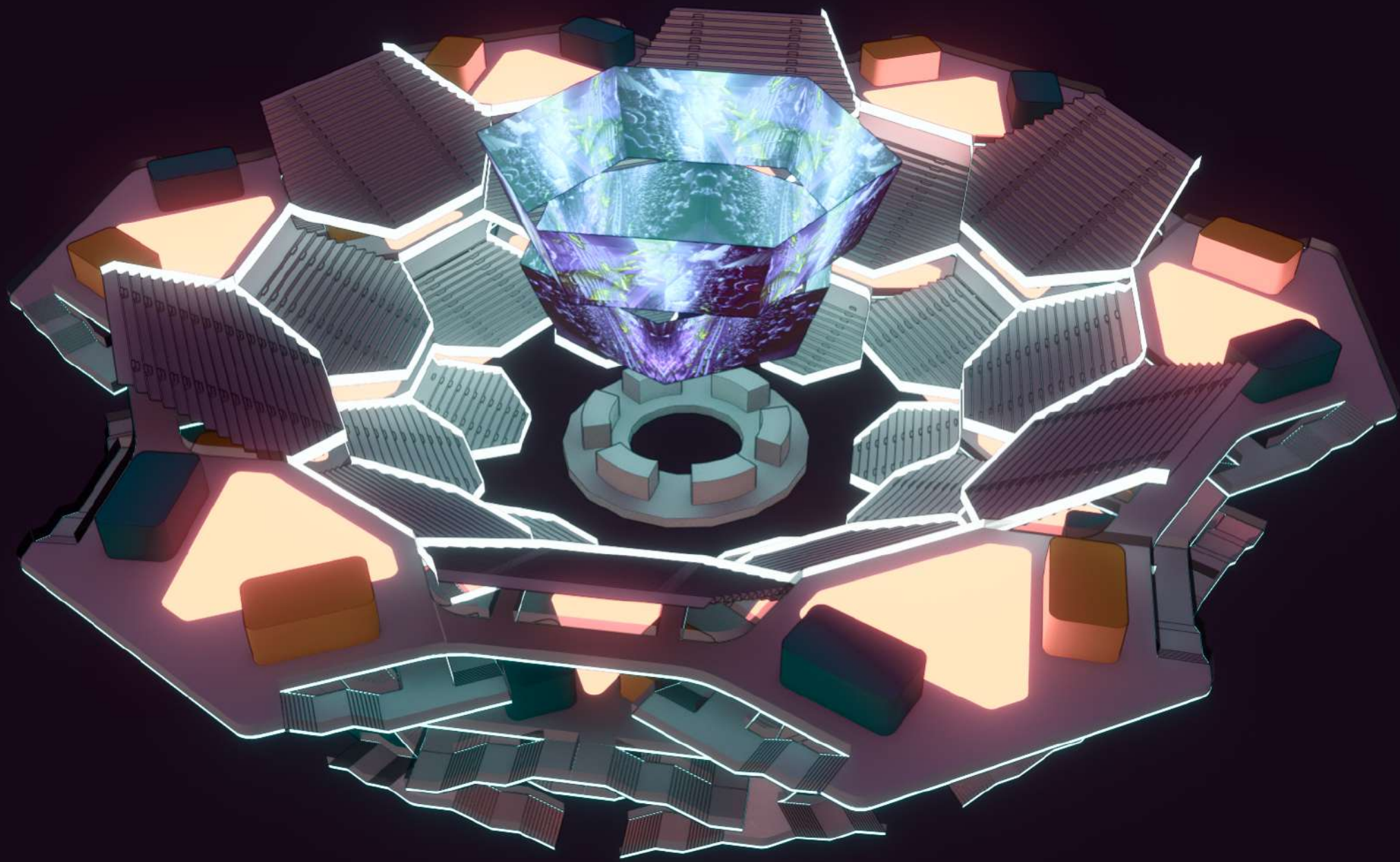




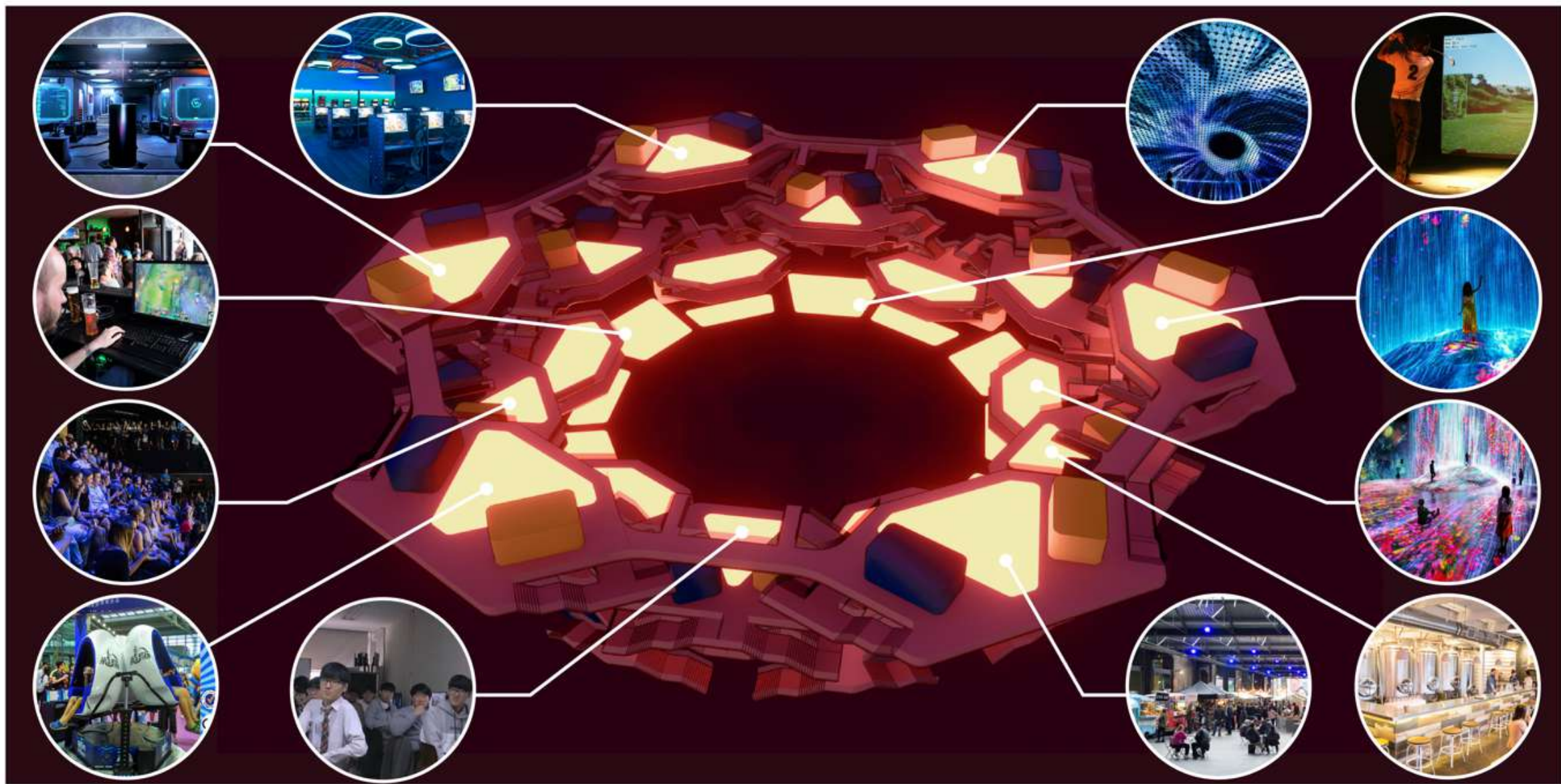




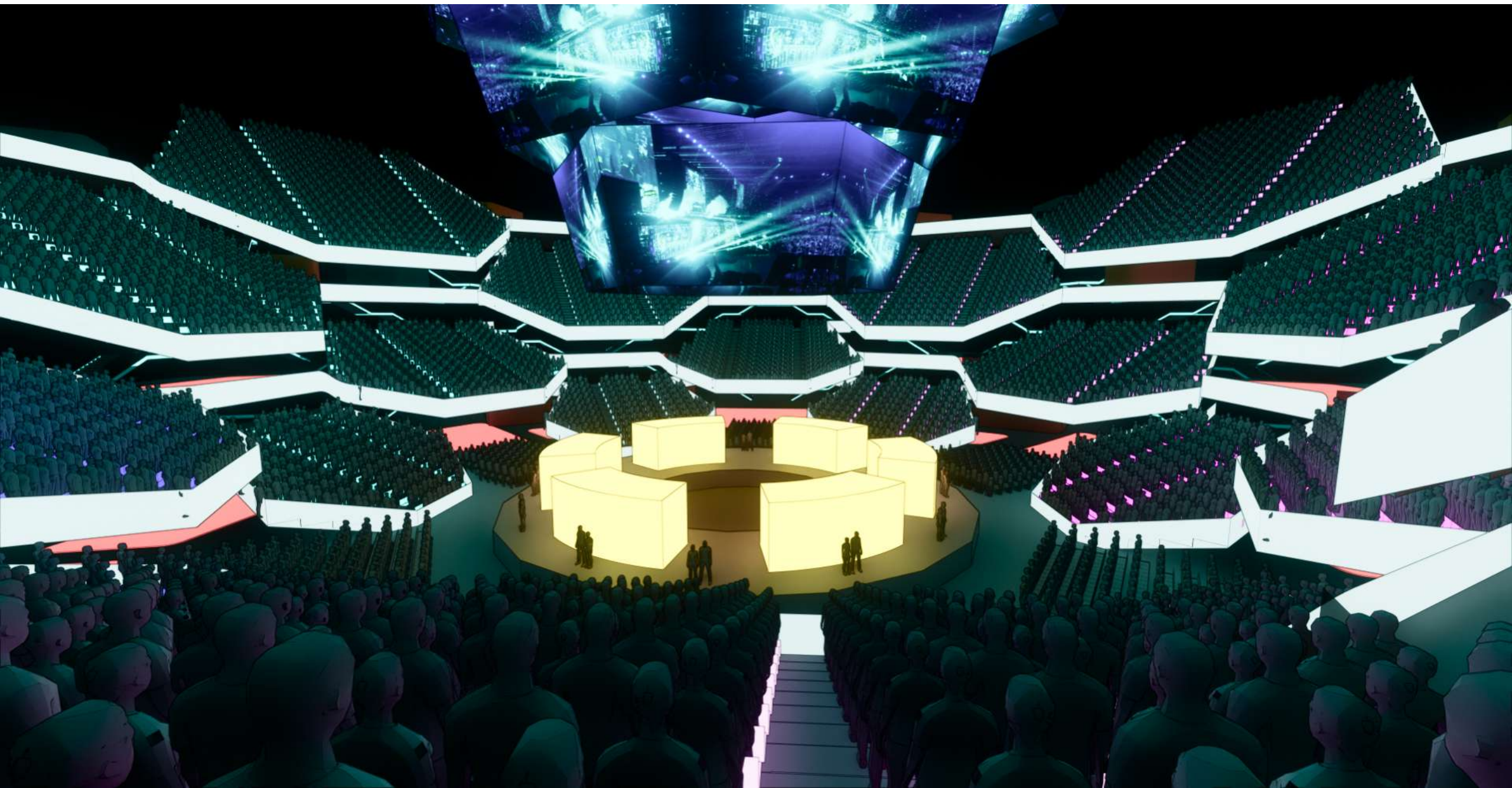








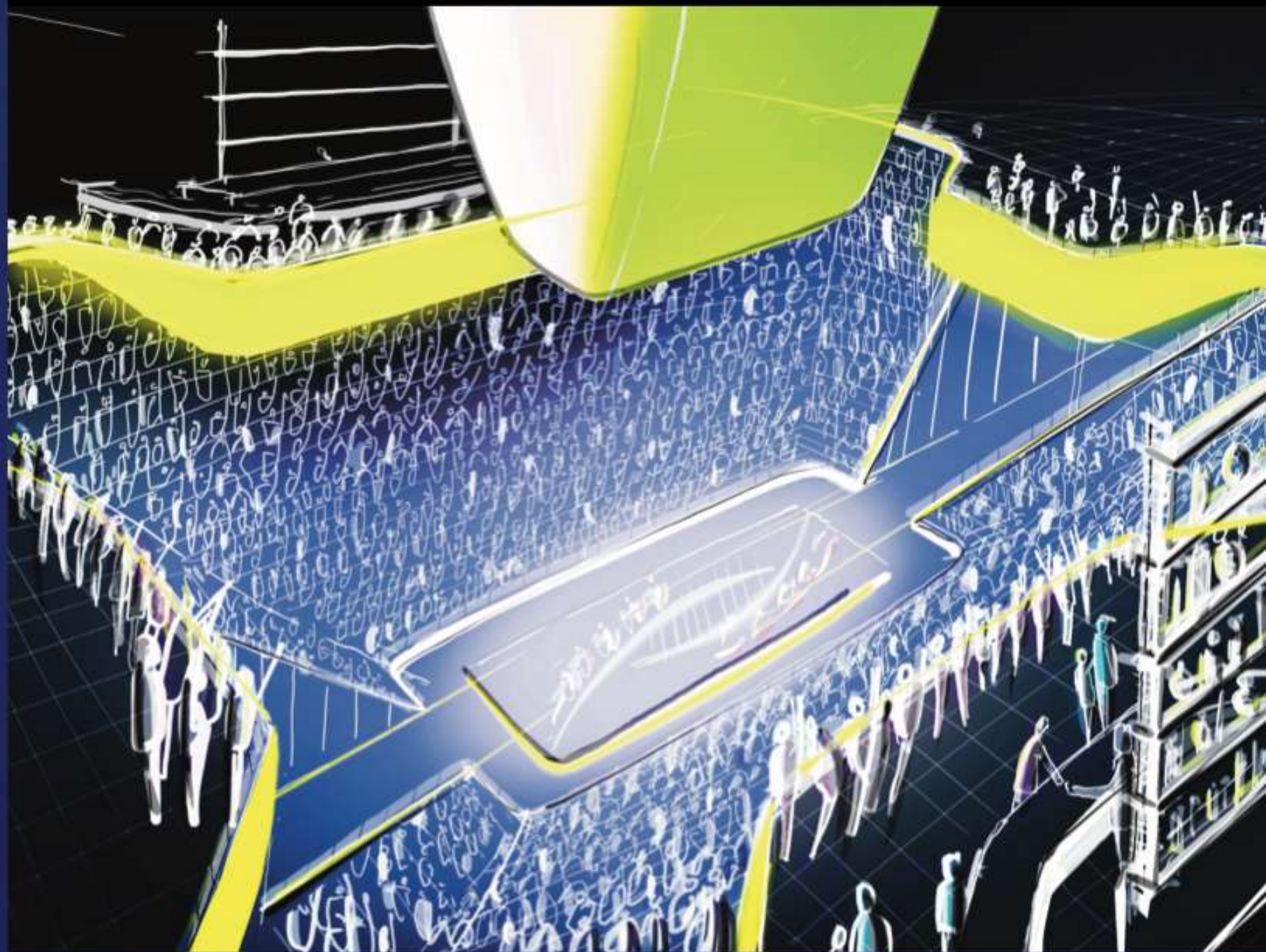
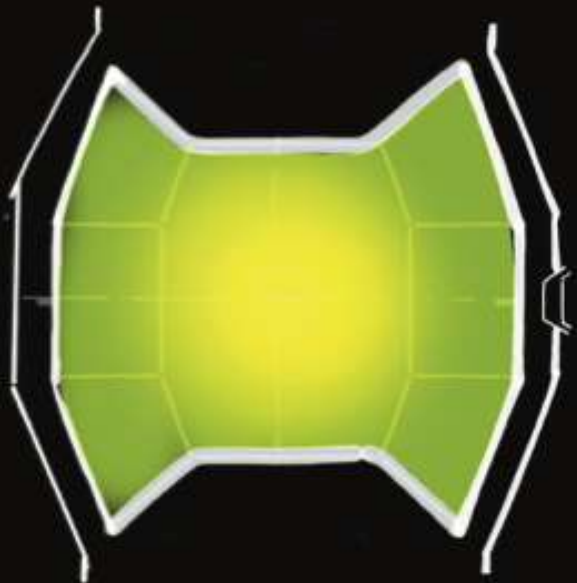






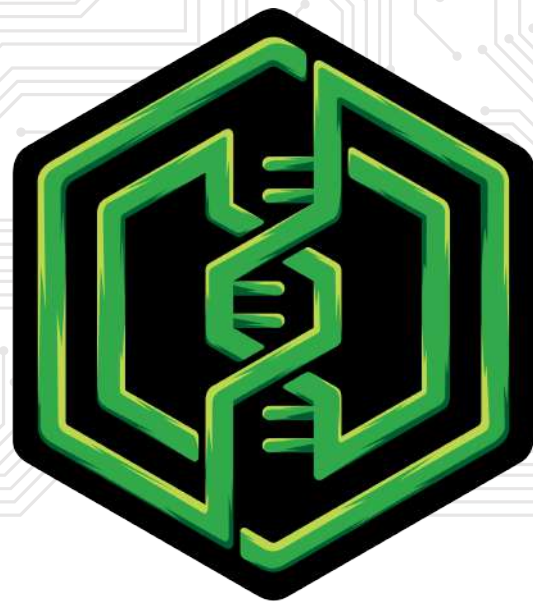












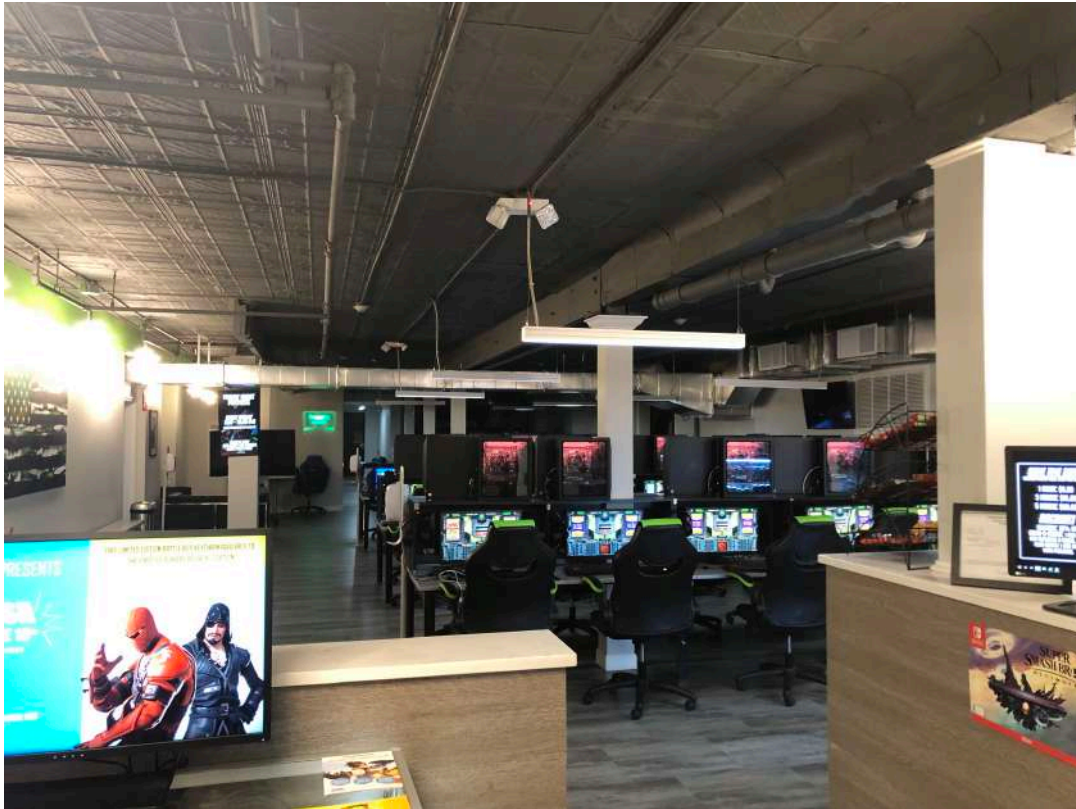
**HELIX**  
**eSports**

HELIX ESPORTS

SUMMIT DECK



# Helix Before & After



# NYXL Retail Pop Up Shop



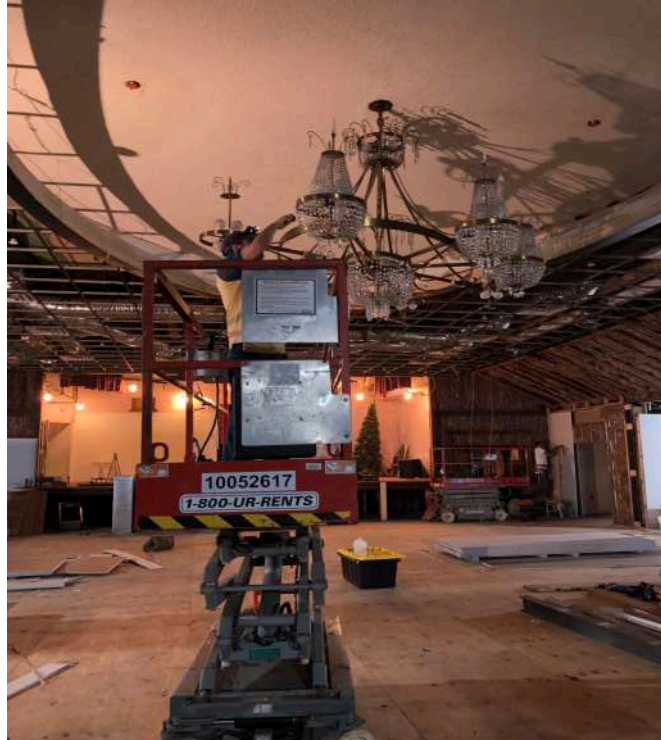


# BET Awards UNLCKD Gaming Lounge

With Unanimous Games, Roc Nation and Puma

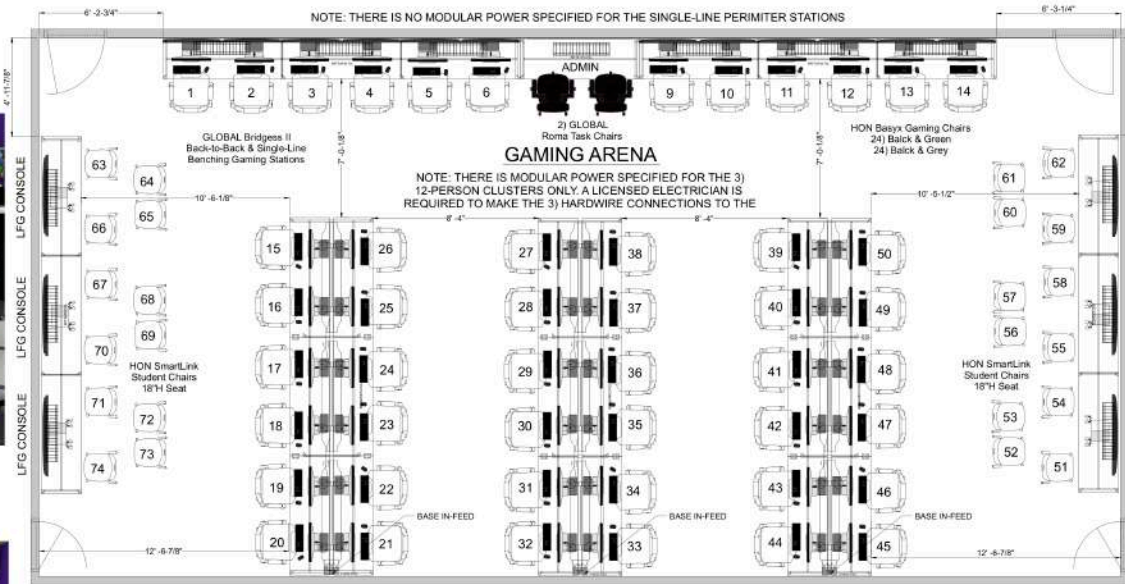
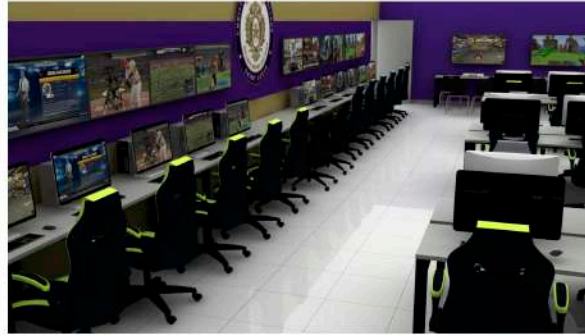
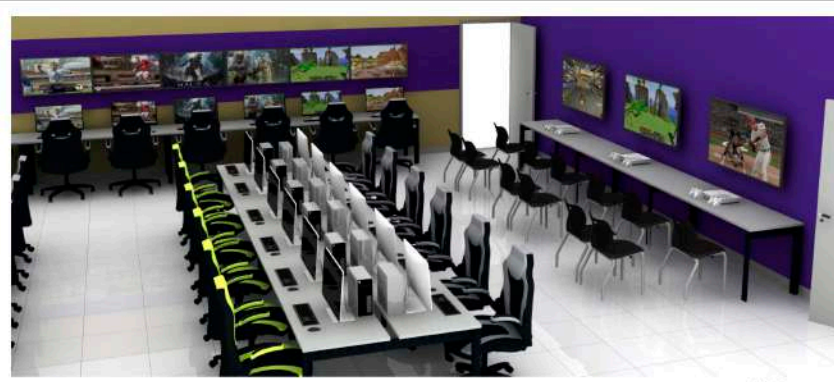


# BLVD Before & After

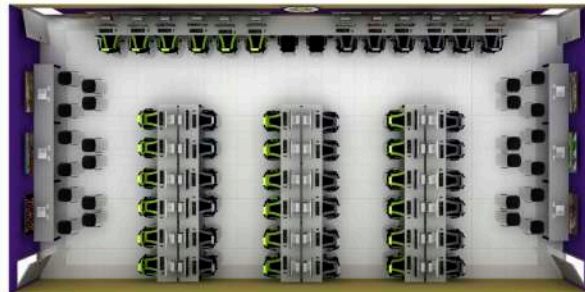




# Helix & ggCircuit Professional Services



## 1 GAMING ARENA FURNITURE PLAN



	76836 - CE	GAMING ARENA - REVISED FURNITURE PLAN / ADD MODULAR POWER <b>CBC HIGH SCHOOL</b> 1850 De La Salle Drive, St. Louis, MO 63141	Scale: 3/8" = 1'-0" On A = 3/8"
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			Authentic   Passionate   Solutions Driven   Leadership Focused

# Movie Theater Retro-Fit





# Helix eSports Loves Our Partners

