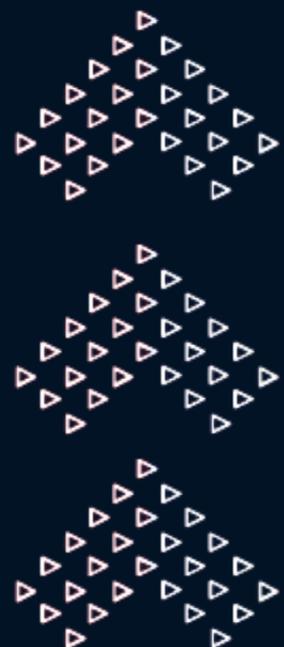


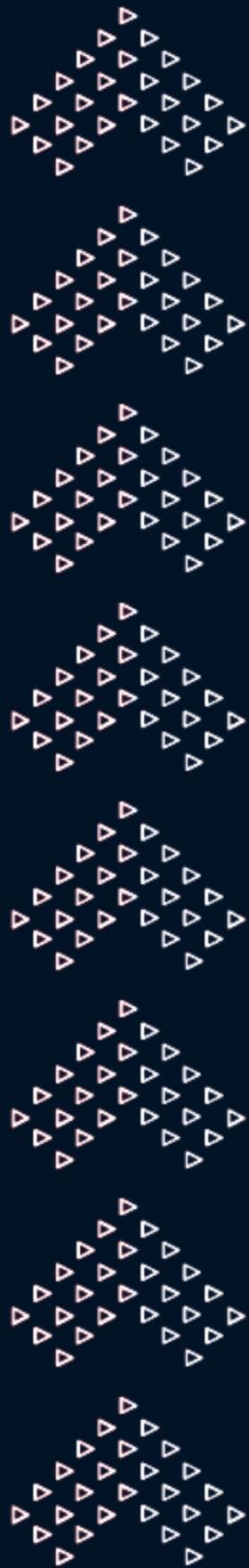


ELITE GAMING

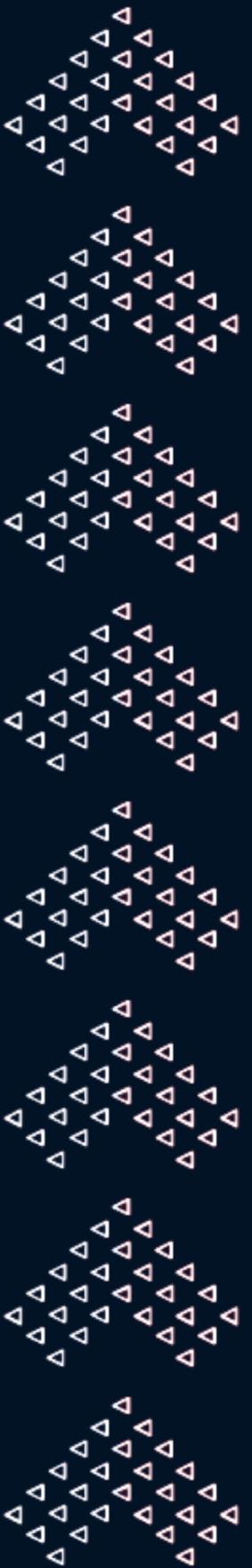
Entertainment. Lifestyle. Interactivity. Technology. Esports.

#TogetherWeGame





ELITE GAMING

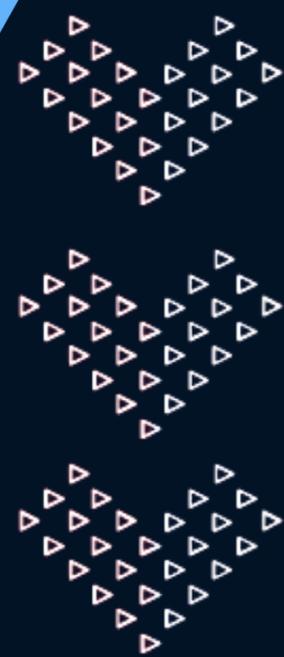


MISSION STATEMENT

To establish Central New York as a pillar of the gaming ecosystem by developing player skills, educational programs, and career opportunities within the gaming industry.



ESPORTS & GAMING MARKET OVERVIEW



WHAT IS GAMING & ESPORTS

Gaming is a generic term to describe interactive games, especially video games, tabletop role-playing games, and skill-based trading card games.



Esports is the collective term used to describe competitive digital gaming.



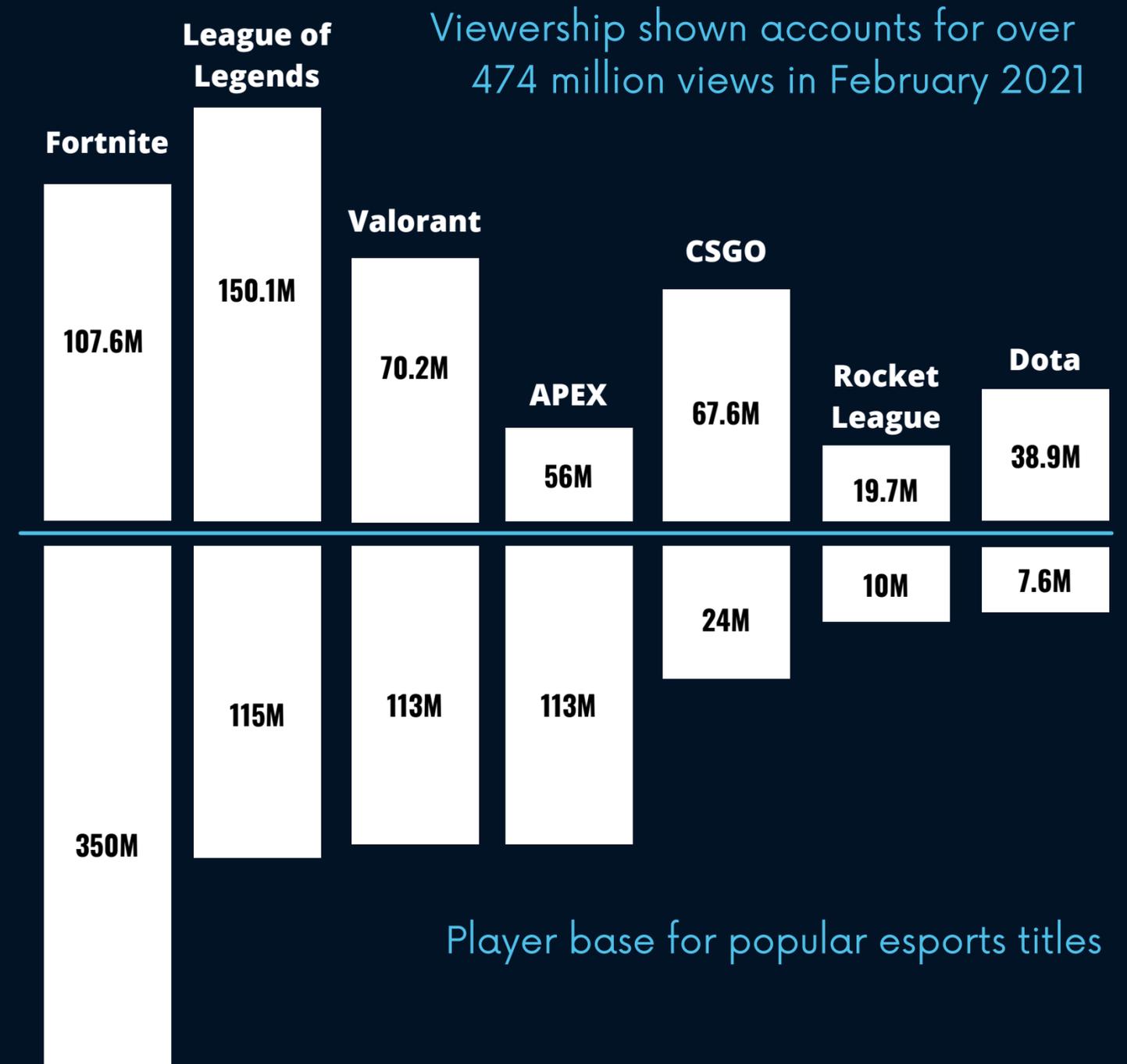
Some esports athletes are contracted to play for professional organizations, much like a football or basketball player.

ESPORTS INDUSTRY REVENUE

A market report conducted in 2021 showed that video games dwarf the market value of both Digital Music and Box Office revenue combined.



\$235B Predicted for 2022



Gaming fans watched 40x more hours of gaming content than all of NETFLIX.



ELITE ESPORTS ARENA





ESPORTS ARENA OVERVIEW



EDUCATION

- Esports industry classes
- Guest speakers and workshops
- Internships and jobs
- STEAM School programs
- MOST integration
- BOCES integration
- Career paths and certifications



BROADCAST

- Production studio
- Streaming pods
- Casting studio
- Live streaming
- Broadcast/Caster desk



GAMING

- Live and online tournaments
- Bootcamps and Leagues
- Mobile gaming
- Trading card games (TCG)
- Table top games
- Player development
- Semi-pro and Pro teams



ENTERTAINMENT

- Nex-Gen gaming consoles
- Stage with LED wall
- Multi-Purpose event space
- Community events
- Special interest events



TECHNOLOGY

- State of the art infrastructure
- Latest gaming computers
- Latest A/V equipment and software
- Full fiber optic facility
- Next generation computer networks



ESPORTS ARENA





ESPORTS ARENA





RECEPTION & LOUNGE





COMMUNITY EVENTS





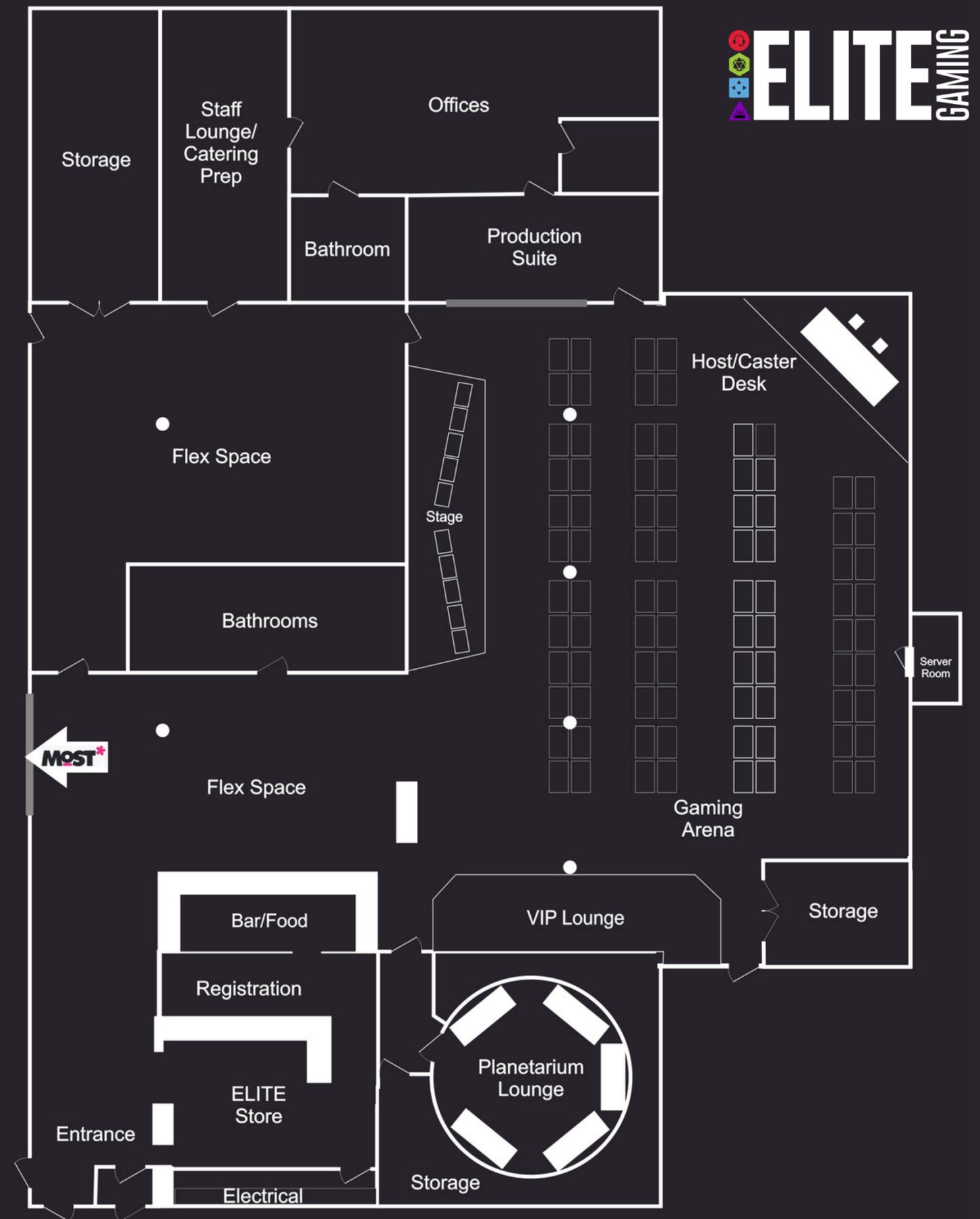
CORPORATE & EDUCATIONAL





ELITE GAMING ARENA

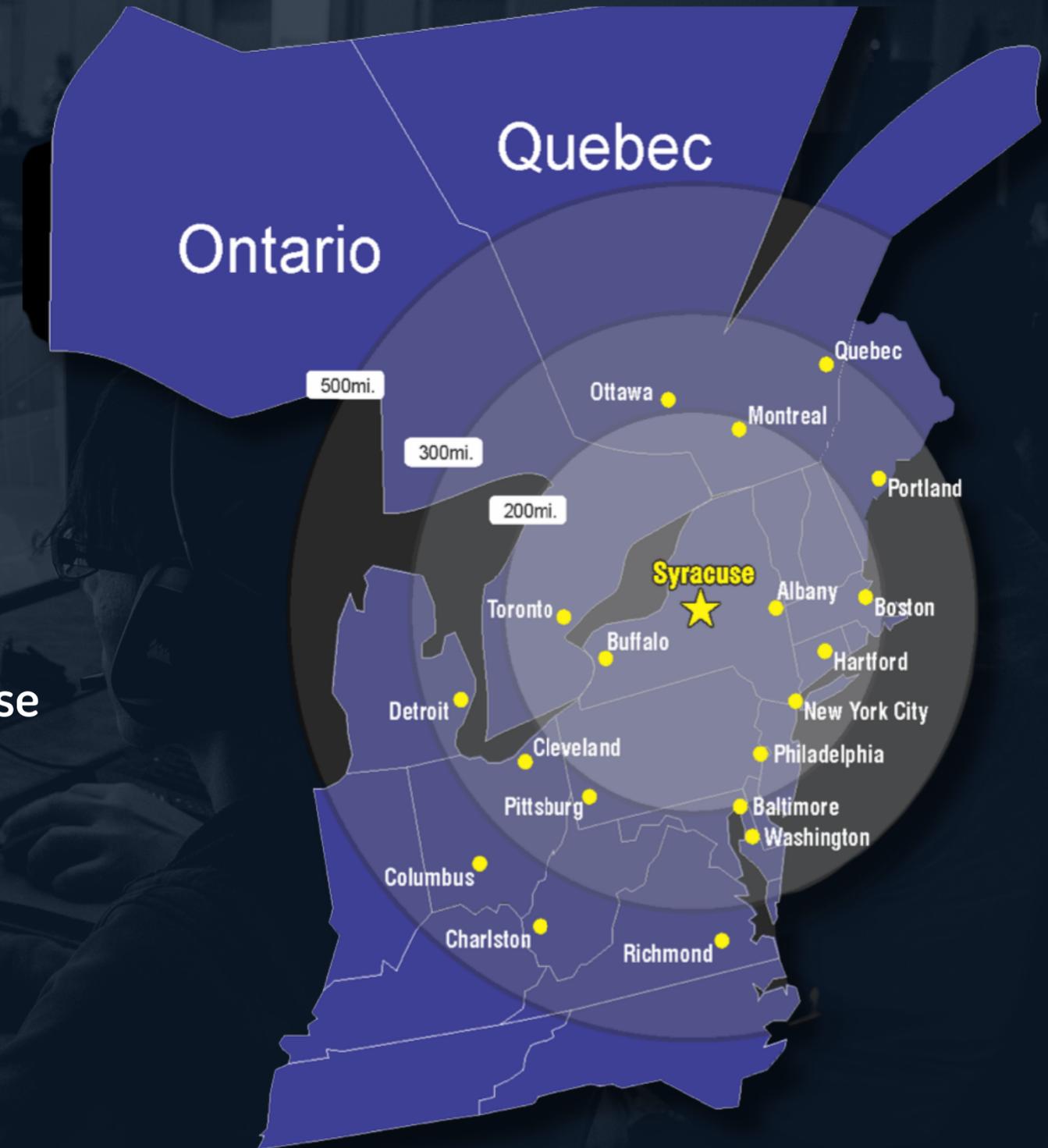
- 12,000 square feet
- 100 PC Gaming Stations
- Flexible Space
- Multi-Event Capabilities
- Spectator and Player Lounges
- Catering and Bar Service
- Private Events
- Retail Store





WHY SYRACUSE?

- Located in Historic Armory Square District
- International airport minutes from the venue
- Bus and train terminals minutes from the venue
- Three hotels within walking distance
- Over 30 restaurants, bars, and breweries close by
- Plenty of parking close by
- Over 20 shops and boutiques



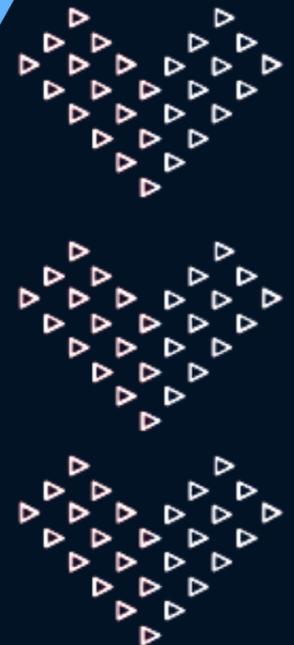
50% of the US population lives within a 500mi. radius of Syracuse

90% of Canada's population lives within a 500mi. of Syracuse

63 million people live within a 300mi. radius of Syracuse



ELITE UNIVERSITY

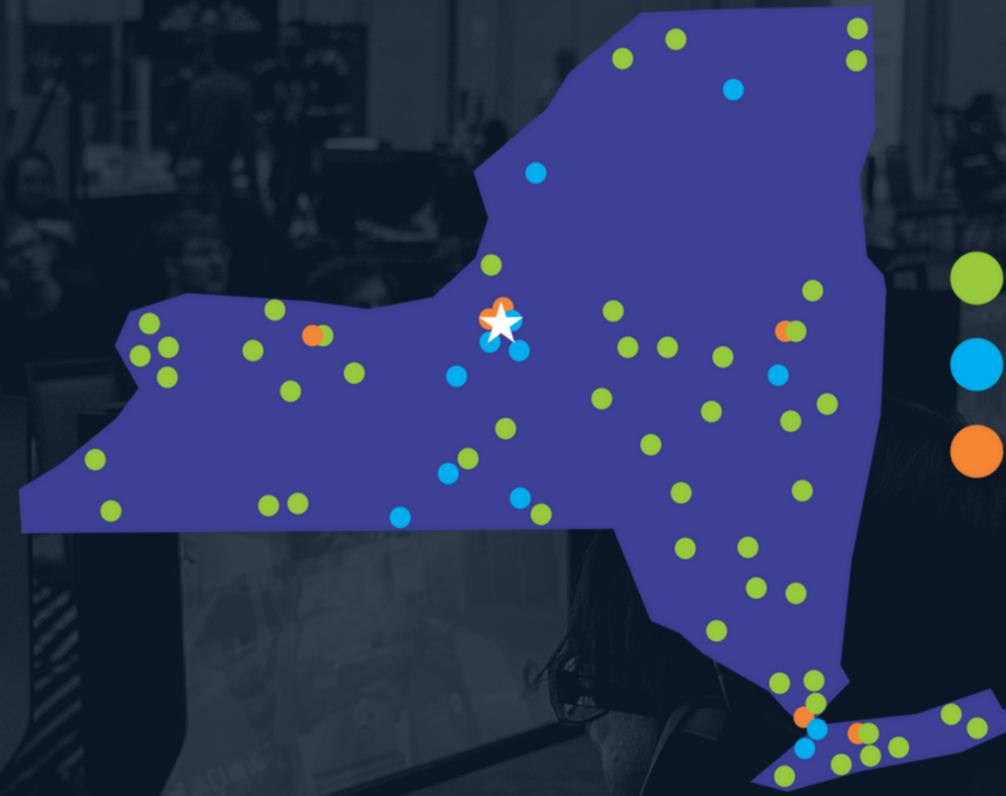




EDUCATION & ESPORTS



- 49 SUNY Schools with dedicated esports programs
- Nearly 2,000 students in SUNY esports leagues
- More colleges are offering esports specific curriculums and scholarships
- Local high schools are forming teams, leagues, and tournaments at a rapid pace
- ELITE will provide turn-key solutions for schools to start esports teams



- SUNY campuses with esports
- SUNY campuses without esports
- Private universities with esports





CAREERS IN GAMING



Preparing students for gaming industry careers

100+ Gaming Industry Careers

- Industry expert seminars
- Career bootcamps
- Hands-on learning
- Stackable credentials
- Real world work environment
- Improve essential 'soft skills'
- Gaming industry career paths
- Internships
- Paid jobs



Benefits from Gaming

- Develop reading comprehension
- Increased concentration
- Promote positive mental health and well-being
- Increase attendance and participation in school
- All inclusive - anyone can participate
- College scholarships
- Improved hand-eye coordination
- Improved attention and visual acuity
- Improved basic visual processing and executive function
- Problem solving and strategy skill development
- 71% of parents report gaming as having net positive effects for their children
- Boosts self-confidence and socialization skills
- 54% of gamers say gaming helps them connect with friends
- Develop responsible 'Digital Citizens'



Community Benefits

- Smart City Initiative collaboration
- Syracuse SURGE collaboration
- Syracuse Educational Opportunity Center collaboration
- MOST collaboration and integration
- STEAM School collaboration and integration
- Film and TV industry collaboration with VISIT Syracuse
- Access for underprivileged and at-need students
- Internships and jobs for students
- Career guidance & industry certifications
- Brand new tourism generator
- Armory Square post COVID revitalization
- Recruitment tool for existing and future tech companies
- Hi-Tech presentation and streaming facility
- Inclusive and family friendly
- Replayability



INTRODUCING THE ELITE GUARD



During WW1 the 301st Cavalry Regiment occupied the armory where the ELITE Arena is located



FORT ET LOYAL

“STRONG AND LOYAL”

SYRACUSE NEW YORK'S FIRST PROFESSIONAL ESPORTS TEAM

Forward thinking for Syracuse



"This (esports) is a huge tourism opportunity."



"The county executive told NewsChannel 9 that he would like, by the end of 2020, to have a plan for a permanent space for esports in the city."



"Downtown and the Inner Harbor could be strong candidates for such a venue, and then other bigger existing venues could be used for hosting regional and national tournaments."



"McMahon said he plans to work with local colleges and the nonprofit tourism organization VISIT Syracuse to develop a state-of-the-art facility to host competitive video game tournaments."



"A growing number of colleges are adding esports varsity teams that compete in League of Legends, Fortnite or other electronic games. McMahon said his concept for a local facility to host tournaments is in the "infant stage," but he is committed to it."



Esports in Syracuse



Brand new, year-round, tourism revenue generator for Syracuse



Position Syracuse in national gaming ecosystem and establish CNY as a destination for esports and gaming



Esport content created at arena will generate millions of impressions for Syracuse annually



Establish ELITE Guard Semi-Pro and Pro teams teams to provide Path-to-Pro for local players (same as Mets & Crunch)



Provide education and stackable credentials for students to pursue careers in gaming industry



Attract gaming industry and tech companies to Syracuse by building local workforce



Hold large scale regional/national qualifiers and tournaments in War Memorial, SRC Arena, or OnCenter worth millions in tourism



Provide a safe, fun, and inclusive quality of life environment for our community

ELITE Gaming 2022 Timeline



Q1 Planning & Partnerships

Q2 Construction and Programming
Esports in Education Summit



Q3 ARENA GRAND OPENING!
Leagues, tournaments, seminars,
school seasons begin

Q4 ELITE GAME CON Live Event





ELITE GAMING

Thank You.

#TogetherWeGame

