



**ESPORTS  
INNOVATION CENTER**  
Stockton University Atlantic City

**3705 Boardwalk Atlantic City, New Jersey 08401**  
**Phone / Fax: 888-953-4222 <http://www.esportsnj.org>**  
**[info@esportsinnovationcenter.com](mailto:info@esportsinnovationcenter.com)**

## **ESPORTS INNOVATION CENTER MEMBERSHIP OVERVIEW**

The Esports Innovation Center is committed to developing and growing the esports ecosystem in New Jersey.

**Our efforts focus on three key areas:**

- Attracting Business: We work to identify and attract companies in the broader video game industry to New Jersey by leveraging state programs and incentives including top-level esports-related events.
- Workforce Development: We prioritize workforce innovation, ensuring New Jersey has top talent in the video game industry.
- Community Engagement: We lead community initiatives that bring STEM-based skills to New Jersey's students.

All contributions are made to a 501C3 registered in New Jersey. In addition to research, workforce innovation, networking events, and tournaments, the EIC will focus on local community initiatives including Higher Education curriculum enhancement, K-12 STEM education enhancement, adult industry education programs, and more. As an additional return on investment, over 4,000,000 people pass by the center each year giving your organization a prime display opportunity facing the famous Atlantic City boardwalk.

**Center Naming Rights – Negotiable – Minimum 5-year deal.**

**Center Membership Levels: (All levels are yearly contributions)**

**Level 1: Infinite Possibilities - 50K and up contributions (9ft x 5ft window wrap PRIME LOCATION)**

- Paramount Naming on all created content.
- Priority access to all Center operations and events.
- Tagging in social media content.
- Advisory Council seat.
- Semi-Annual branded events or naming rights on tournaments/center programs.
- Top-level directory listing.

**Level 2: Open World – 20 K and up contributions ( 9ft x 5ft window wrap)**

- Secondary naming on all created content
- Access to all center events
- Tagging on select social media content
- Advisory Council Seat position
- Annual co-branded event or naming rights on a single tournament/center program

**Level 3: Gone Gold – 10 K and up (4 ft x 5 ft window wrap)**

- Naming on select created content.
- Access to all center events.
- Tagging on select social media posts.
- Entry and inclusion to all center-sponsored tournaments and events.
- Access to center research.

**Level 4: Season Pass – \$2,500 and up**

- Listing on the center website with full company profile information.
- Select social media engagement.
- Access to center events.
- Priority notice for select event naming rights opportunities.

**CURRENT MEMBERS:**

NJ EDA  
STOCKTON UNIVERSITY  
LENOVO  
INTEL  
SHI  
NJ PAC  
PCS CYBERSECURITY  
ARCHER GREINER PC  
BOYS AND GIRLS CLUB  
CITY OF ATLANTIC CITY  
CHELSEA EDC  
ACX1 STUDIOS  
NOUNS ESPORTS



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## **ESPORTS INNOVATION CENTER NEW JERSEY ECOSYSTEM OVERVIEW**

### **NJ ESPORTS EDUCATION BY THE NUMBERS:**

- **12,000 K-12 students play competitive esports**
- **60% of all NJ school districts field competitive esports teams**
- **30+ Higher Education Institutions have esports teams**
- **Esports Management Major available at Stockton University**

### **TECH COMPANIES IN NJ**

- SHI
- SAMSUNG
- MICROSOFT
- AMAZON
- VERIZON
- HARRIS BLITZER
- LENOVO
- INTEL
- PANASONIC
- SONY

New Jersey's esports ecosystem is rapidly expanding, fueled by a dynamic blend of global tech giants and local innovators. Companies like SHI International, headquartered in Somerset, provide essential technology solutions, including hardware and network infrastructure for esports events and gaming venues. Intel and Lenovo play a critical role by supplying high-performance processors, gaming laptops, and PC components essential for competitive gaming. Their collaboration with regional programs fosters job creation and technological advancement in esports. It also has tremendous potential as it relates to betting on esports, a multi-billion dollar market worldwide.

Beyond tech giants, companies like Amazon (via Twitch), EA Sports, and Verizon have operations that include esports-related roles, from game design to streaming infrastructure and tournament support. In fact, New Jersey boasts over 1,200 technology-focused jobs directly tied to gaming and esports sectors, including marketing, event management, and software development.

The state's strategic focus on esports has resulted in the growth of youth programming, collegiate esports, and partnerships with universities such as Stockton, Rowan, and NJIT. Atlantic City, home to the Esports Innovation Center, has positioned itself as a hub for events, driving economic growth and offering career pathways for students and young professionals. This interconnected ecosystem of companies and initiatives has made New Jersey a leader in the \$1.8 billion global esports market. It reinforces its reputation as a thriving destination for esports and video game-related innovation.

*"The passion for people to bet on sporting events opens the door for a new market of Esports betting - now permitted in New Jersey. Globally, the Esports betting market, which has already been established in Europe, could reach more than \$20 billion annually in the next decade." John Boyd - The Boyd Company*



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## ESPORTS INNOVATION CENTER MEMBER ADVERTISING OPPORTUNITIES

**CREATE A CUSTOM WRAP FACING THE BOARDWALK – 4 MILLION PEOPLE PER YEAR PASS BY!  
– MUST BE A ESPORTS RELATED ENTITY TO BECOME A MEMBER**



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NOUNS ESPORTS

ESPORTS INNOVATION CENTER LOCATION (AT STOCKTON UNIVERSITY)