



Cayman Islands Esports Association

# CONTENTS

- 3. Welcome
- 4. What Is E-Sports?
- 5. About Cayman Islands eSports Association
- 6. The Power of eSports
- 7. Education
- 8. Partnerships
- 9. Career
- 10. E-League
- 11. What else are we doing
- 12. End and website link



Introducing:  
**E-League 2019**

[www.GamersBayCayman.com](http://www.GamersBayCayman.com)

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Cayman Islands

# WELCOME

## We want the Cayman Islands to become a leader in esports

Welcome to the Cayman Islands eSports Association info pack.

We are passionate about esports and have gathered a dedicated group that want to help the Cayman Islands become a leading force. There are a number of reasons why the Cayman Islands is behind other regions, but with a greater understanding and support we can improve quickly.

Our view is that esports is not a rival to traditional sport, but a great activity as part of a balanced lifestyle. It has many positives, including cognitive benefits, it promotes teamwork and communication, develops communities and provides jobs. Playing esports is also a beneficial alternative to watching passive media like TV.



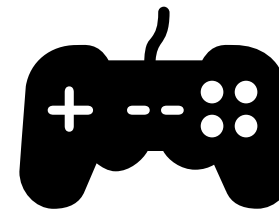




## ESPORTS OVERVIEW

What Is E-Sports?

E-Sports has taken the world  
and Cayman by storm!



## WHAT IS E-SPORTS?

Esports (electronic sports) is competitive video gaming, where people play against each other online and also at spectator events in indoor arenas, Watch in person or stream live online as Amateurs & Pros Compete for Cash & Prizes!

Esports is played by both amateurs and professionals and tournaments are usually mixedgender. Esports can be played on PCs, consoles and mobiles.



# About us

## Who are the Cayman Islands eSports Association?

We are a not-for-profit organisation established in 2019 to support and promote esports in the Cayman Islands.

As a national body, our aims are to foster future British talent, increase the awareness of esports and provide expertise and advice. We are focused on the grassroots level of esports and are not a governing body.

We hope to help educate the masses – including parents, teachers, media and government – around what esports is and its benefits.

Our three goals are to Promote, Improve and Inspire.

- **Promote** esports in the Cayman Islands and increase its level of awareness
- **Improve** the standard of Cayman Islands esports
- **Inspire** future talent



# BENEFITS

## The power of eSports

### Research shows playing esports can help:

- Increase perceptual and cognitive skills
- With decision making, reaction times and multitasking
- Stimulate brain growth
- Provide positive social and communication benefits
- Promote teamwork and develop communities
- Provide cyber and transferable skills
- Improve dexterity and concentration
- Provide a number of intrinsic emotional rewards – it's fun!

Esports is very engaging with younger audiences in particular, and esports, when done in moderation, is also a beneficial alternative to watching passive media like television or using social media.

Playing esports requires quick thinking and involves the participant directly, whether they're playing alone or communicating as part of a team. For spectators there is also a strong sense of community. For example, viewers can chat to others while watching a match on Twitch or on a social platform like Discord.





Education

STEM ESPORTS WORKSHOP  
UCCI, September 2018





# PARTNERSHIPS



The Art Institutes®

We have partnered with The Ministry Of Education & The Arts Institute Of Florida to Open Gateways & Provide Educational Opportunities in The Video Game Industry & Related Industries.



The Cayman Islands  
Government



We have partnered with the Y.S.U (Youth Services Unit) to promote a positive environment for our youths and Sports in The Cayman Islands

Unique Gaming & Tech Workshops Offered Free To Students, as well as future job opportunities.





## Working in eSports

Esports is creating thousands of new jobs across the world. This, in turn, is creating a fresh demand for people with specific skills.

### Esports job roles: A snapshot

- Professional Player
- Coach
- PR/Marketing Executive
- Sales/partnerships manager
- Business management
- Production crew
- Shoutcaster/host
- Journalist/content creator
- Product manager
- Admin/referee
- Community/social media manager
- Event manager

Leading global teams and players can earn significantly sums in wages and prize money. More and more pro teams are also employing nutritionists, fitness staff and psychologists.

The Cayman Islands Esports Association is working to highlight this and to encourage others to explore esports as a career option.



# E-LEAGUES

We are not pushing esports as a rival to traditional sport, but as a credible activity in its own right which can have positive cognitive and other esports benefits when done in moderation. Esports promotes teamwork and communication, develops communities and provides jobs.



## FIFA 19 League

## Super Smash League



## Fortnite League





## What else are we doing?

**Our mission has begun. But we need to go further.**

Some of our goals, working with a range of stakeholders, are to:

- Promote a thriving grassroots ecology for esports
- Foster the development of more Cayman based professional players, teams and talent
- Secure robust funding to carry forward these priorities
- Inspire more females to try esports
- Improve the esports landscape in Cayman Islands

### Plans for 2019-2020

- Create an esports schools league
- After School eSports club pilot scheme
- Develop our membership offering
- Support esports in education e.g. at college/university level
- Continue to showcase the benefits of esports and educate government and the media



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