Do you share a passion for esports and learning for students? Think your community would benefit from the programs, curricula and events that NASEF offers? Then you may want to start a NASEF Affiliate in your area and join our Federation across North America. Please visit our Affiliate Map to see if NASEF is already operating in your area.
ABOUT THE NASEF AFFILIATE PROGRAM

A NASEF Affiliate is a nonprofit organization or government entity (e.g., county office of education and department of education) that serves a specific area and fulfills NASEF’s mission locally or regionally. They want to engage in NASEF and non-NASEF programs and activities with students and clubs throughout their region. Each affiliate is independent and responsible for its own staffing, budgeting, fundraising, and operations.

Affiliates are formed by an organization who wants to support esports and learning for students in their communities. Having identified regional needs and resources, they determined that NASEF programs, curricula, and events would benefit their areas.

The North America Scholastic Esports Federation Affiliate Program is designed to:

- Create a framework to optimize NASEF’s support for a more regional and/or centralized geographic grouping of NASEF Clubs where such a grouping is interested in greater autonomy than just engaging in NASEF sponsored or initiated activities;
- Support grassroots efforts in the scholastic esports community across North America;
- Create regional “umbrella” organizations that strengthen relationships among educators, school and local universities and colleges, parents, students, and business;
- Allow for and encourage more in-depth, customized esports and learning opportunities for students enrolled in middle and high schools across North America; and
- Encourage collaboration and use of strengths of each organization to advance learning and esports across North America.

There is no cost to participate as an Affiliate. NASEF reserves the right to approve all Affiliates to ensure there are no conflicts of interest and to ensure adherence to NASEF’s mission, code of conduct and operational integrity.
The NASEF Affiliate Program provides a number of FREE key benefits to Affiliates:

- **Engagement & Marketing**
  - Provides an opportunity for geographic representation as part of a larger engagement strategy in the esports community across North America.
  - Offers tools, curricula, and resources for broadening esports and learning across your community (however the affiliate defines it).
  - Gain visibility and validation in your grassroots efforts to grow esports and learning in your community.
  - Own your own webpage on the NASEF site dedicated to your affiliate. You can update your logo, about us section and contact information. NASEF will also pull from your social media accounts for updates on your page.

- **Learning + Esports Opportunities**
  - Direct access to NASEF's learning and competitive programs and activities, including all toolkits, curricula, competition, career pathway development, coaches, contests, community events, live events, webinars, calls, and learning challenges.
  - Ability to organize localized learning and esports events, activities, and opportunities using NASEF's tools and curriculum.
  - Chance to qualify for exclusive tournament brackets (representing your Affiliate region), with opportunities to play into NASEF's North America tournaments.

- **Affiliate Management Support**
  - Access to the NASEF Affiliate Dashboard that contains key information on your clubs that opt-in to your affiliate, including but not limited to:
    - List of clubs
    - Club information (name and location)
    - Faculty Advisors (name and contact information)
    - Administrator/Executive Director (name and contact information)
    - IT District (name and contact information)
    - Club membership (total student participation including age, grade and gender identification)

- **Affiliate Program Support**
  - Provides support and training in the form of monthly calls and topical webinars on organization of localized learning and esports events, activities and opportunities.
EXPECTATIONS OF OUR AFFILIATES

Affiliates are independent entities or organizations that play a centralized geographic operational role at the grassroots level and have goals that align with the mission and values of NASEF. All Affiliates are required to:

- Adhere to NASEF’s mission, vision and core values, including the code of conduct.
- Demonstrate a shared set of goals that align with NASEF’s mission, vision and core values.
- Sole responsibility for operating their non-NASEF affiliate programs, events, and competitions, and assist with their Clubs’ NASEF activities. In addition, each Affiliate is responsible for all aspects of the Affiliate program administration and management, including staffing, budgeting and fundraising.
- Demonstrate commitment from at least 10 active esports clubs who will join the Affiliate via the NASEF website.
- Be an active leader. Participate in NASEF online and live events. Be a NASEF ambassador, speaking at events, conferences, and meetings on behalf of NASEF.
- Take the lead in communicating with NASEF. Participate in monthly Affiliate calls and join our Affiliate Discord channel.
- Renew Affiliate status each year beginning July 1st (the renewal process will begin in the spring of each year).
- To affix “NASEF Affiliate” with the NASEF logo on digital and print materials, including website and social media. NASEF will provide an Affiliate logo that should be used. Follow our social media guide for Affiliates.
- To seek approval to market events, activities and opportunities that are sanctioned by NASEF.
- Share successes, failures, and overall impacts through reporting and analytics requested by NASEF.
- Sign NASEF Affiliate agreement. The agreement is signed by an organization or individual representing organization. Organization should be a non-profit status or government entity.
TOURNAMENT EXPECTATIONS FOR OUR AFFILIATES

Affiliates have requested that NASEF organize exclusive Affiliate brackets that would feed into NASEF’s large-scale/season long tournaments. An example of this would include, a regional or state level bracket would compete and their champion(s) would have a playoff berth in the national level tournament series or championship. If approved by NASEF, the tournament bracket would be organized and overseen by the NASEF team and NASEF would apply for the game developer’s license as part NASEF’s larger tournament structure.

In order for NASEF to organize an exclusive tournament bracket, Affiliates must:
• Identify a minimum of 16 teams that will compete in the bracket.
• Have no more than 2 teams compete in the bracket per Club site.
• Follow directions by NASEF’s tournament organizer and team.
• Adhere to all tournament rules as defined by NASEF.

AFFILIATE OPERATED PROGRAMS, EVENTS AND COMPETITIONS

NASEF encourages all Affiliates to organize programs, events, and competitions for their Clubs. In those instances where the Affiliate wants NASEF to sanction the program, event or competition, the Affiliate is required to complete the Affiliate Sanction Application. NASEF will review all Affiliate Sanction Applications within five business days. Only sanctioned NASEF programs, events and competitions may use the NASEF logo and trademark or language from NASEF on any website, social media, or other marketing materials. NASEF reserves the right to approve all Affiliate requests to ensure there are no conflicts of interest and to ensure adherence to NASEF’s mission, code of conduct and operational integrity.
As independent organizations, Affiliates will have sole responsibility for operating their non-NASEF affiliate programs, events, and competitions, and assist with their Clubs’ NASEF activities. In addition, each Affiliate is responsible for all aspects of the Affiliate program administration and management, including staffing, budgeting, and fundraising.
FREQUENTLY ASKED QUESTIONS

How does the NASEF Affiliate Program work? How can I become a NASEF Affiliate?
The Affiliate reviews the Affiliate Guide and website to determine the level of readiness to serve as an Affiliate in their region. The interested individual on behalf of an organization completes the NASEF affiliate application form. Once approved, NASEF adds the Affiliate to our Club activation form. A Club can opt-in to the new Affiliate. The Affiliate will be able to view and manage all club information on their NASEF Affiliate Dashboard. NASEF will provide monthly Affiliate calls to address organizing and coordination efforts. The Affiliate will also participate on the NASEF Discord server.

Will NASEF help me set-up a tournament or league?
Each Affiliate is encouraged to participate in all NASEF competitions and learning programs and activities, however we expect Affiliates to grow their esports + learning communities in their regions. Therefore, NASEF will provide toolkits to help Affiliates plan for and execute their events. Ultimately, the Affiliate is responsible for their own tournaments and leagues (NASEF and non-NASEF programs and activities).

Will NASEF provide funding to my Affiliate?
NASEF will share any public and ongoing funding and sponsorship opportunities to Affiliates, however, budgeting and funding are the sole responsibility of the Affiliate.

If I become a NASEF affiliate, can I organize my own tournaments or learning events?
A NASEF Affiliate is not required but certainly encouraged to participate in all NASEF tournaments and learning programs and activities. For example, for tournaments, you may wish to have an Affiliate bracket play into our North America tournament. NASEF will organize and manage your Affiliate bracket if your Affiliate meets our Affiliate tournament bracket. In other cases, you may organize and execute your own tournament.

I’m an Affiliate, and I want to use the NASEF logo for my next tournament. Do I need permission, or can I just use the logo on all my materials for every tournament I organize?
For tournaments that you organize and that you want to use the NASEF logo, we ask that you complete our NASEF Affiliate tournament form [forthcoming]. All requests will be reviewed weekly and you should be given a response within 2-3 business days. Please know that NASEF cannot sanction tournaments with game titles that are outside our game approval process.

I need more help. Where do I go to ask questions?
We can be contacted anytime at info@nasef.org or via our Discord server.
To become a NASEF affiliate, the following steps must be completed:

- Visit the NASEF Affiliate page.
- Review the NASEF Affiliate Guide.
- Submit the online NASEF Affiliate Application.
- All affiliate applications will be reviewed by NASEF each week. Applicants will be notified within 7-10 business days about NASEF’s decision.
- NASEF may contact any applicants with follow-up questions.
- Receive confirmation of Affiliate status.
- Complete and sign the NASEF Affiliate agreement.
- Begin to access the Affiliate Dashboard and all NASEF resources, videos, webinars and more.

A few things to bear in mind before starting:

- Your organization must be passionate and committed to our mission, vision and values.
- Starting an affiliate requires time and energy as well as funding, operations, and coordination among interested students, adults and Clubs. Your organization must have the capabilities to carry out different elements of the Affiliate start-up process including legal, financial and fundraising aspects.
- Your organization must have at least 10 active esports clubs who will join your Affiliate via the NASEF.
All applications must be submitted online. All affiliate applications will be reviewed by NASEF each week. Applicants will be notified within 7-10 business days about NASEF’s decision. NASEF may contact any applicants with follow-up questions.

The application consists of the following four sections: Applicant Information; Background and Interest; Commitment from Local Esports Clubs; and Confirmation

**Affiliate Application**
We have provided the application questions as a reference for all interested applicants. We encourage all applicants to use the application to help prepare for the online submission form.

**Applicant Information**
School or Organization
Address
City, State, Zip
Country
Phone Number
Website

Primary Contact Information
First Name  Last Name
Position/Title
Email Address
Does your school/organization have an active Club with NASEF? (Yes or No)
If yes, do you support the Club in any of the following roles: (please select all that apply)
  • General Manager
  • Site Administrator/Executive Director
  • IT Director

**Background and Interest**
Please tell us why you are interested in starting a NASEF Affiliate in your community? Share how NASEF’s mission, vision and core values align with your vision of starting a NASEF Affiliate. (200 word maximum)

Please describe your goals and objectives for your Affiliate this year. Include any programs, activities and events you plan for your Affiliate. (200 word maximum)
Commitment from Local Esports Clubs
All NASEF Affiliates are required to demonstrate commitment from at least 10 active esports Clubs who will join your Affiliate via the NASEF website.

Do you currently have 10 esports clubs committed to joining your Affiliate? (Yes or No)

If no, please explain. (How many have committed? Are there reasons why you are unable to secure the minimum of 10 clubs?)

If yes, please provide a list of at least 10 esports clubs who have committed to joining your Affiliate. If they are not committed yet, but you anticipate their commitment, please indicate their status. If, for some reason, you do not have 10 Clubs identified, please indicate “Don't Know” in the “Esports Club School/Org Name” column. For the “Commitment Status” column, please indicate "Committed," "Still in Conversations," or "Not Yet Engaged."

<table>
<thead>
<tr>
<th>Esports Club School/Org Name</th>
<th>Commitment Status</th>
<th>Contact Name</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As independent organizations, Affiliates will have sole responsibility for operating their non-NASEF affiliate programs, events, and competitions, and assist with their Clubs’ NASEF activities. In addition, each Affiliate is responsible for all aspects of the Affiliate program administration and management, including staffing, budgeting and fundraising. How will your school/organization support your Affiliate’s activities? Please include any roadblocks that you anticipate in the being an independent organization. (200 word maximum)

If approved, would you be requesting to have a customized tournament bracket for your region (League of Legends Tournament)? Please refer to the Affiliate Guide for details.
Adhere to NASEF’s mission, vision and core values, including the code of conduct.

Demonstrate a shared set of goals that align with NASEF’s mission, vision and core values.

Accept sole responsibility for operating their non-NASEF affiliate programs, events, and competitions, and assist with their Clubs’ NASEF activities. In addition, each Affiliate is responsible for all aspects of the Affiliate program administration and management, including staffing, budgeting and fundraising.

Demonstrate commitment from at least 10 active esports clubs who will join the Affiliate via the NASEF website.

Be an active leader. Participate in NASEF online and live events. Be a NASEF ambassador, speaking at events, conferences, and meetings on behalf of NASEF.

Take the lead in communicating with NASEF. Participate in monthly Affiliate calls and join our Affiliate Discord channel.

Renew Affiliate status each year beginning July 1st (the renewal process will begin in the spring of each year). To affix “NASEF Affiliate” with the NASEF logo on digital and print materials, including website and social media. NASEF will provide an Affiliate logo that should be used.

Follow our social media guide for Affiliates.

To seek approval to market events, activities and opportunities that are sanctioned by NASEF.

Share successes, failures, and overall impacts through reporting and analytics requested by NASEF.

Sign the NASEF Affiliate agreement. The agreement is signed by an organization or individual representing an organization. The organization should be a non-profit status or government entity.

Confirmation

Affiliates are independent entities or organizations that play that provide a centralized geographic operational role at the grassroots level and have goals that align with the mission and values of NASEF. All Affiliates are required to:

- Adhere to NASEF’s mission, vision and core values, including the code of conduct.
- Demonstrate a shared set of goals that align with NASEF’s mission, vision and core values.
- Accept sole responsibility for operating their non-NASEF affiliate programs, events, and competitions, and assist with their Clubs’ NASEF activities. In addition, each Affiliate is responsible for all aspects of the Affiliate program administration and management, including staffing, budgeting and fundraising.
- Demonstrate commitment from at least 10 active esports clubs who will join the Affiliate via the NASEF website.
- Be an active leader. Participate in NASEF online and live events. Be a NASEF ambassador, speaking at events, conferences, and meetings on behalf of NASEF.
- Take the lead in communicating with NASEF. Participate in monthly Affiliate calls and join our Affiliate Discord channel.
- Renew Affiliate status each year beginning July 1st (the renewal process will begin in the spring of each year). To affix “NASEF Affiliate” with the NASEF logo on digital and print materials, including website and social media. NASEF will provide an Affiliate logo that should be used.
- Follow our social media guide for Affiliates.
- To seek approval to market events, activities and opportunities that are sanctioned by NASEF.
- Share successes, failures, and overall impacts through reporting and analytics requested by NASEF.
- Sign the NASEF Affiliate agreement. The agreement is signed by an organization or individual representing an organization. The organization should be a non-profit status or government entity.

Please confirm that your organization is a 501(c)(3) nonprofit or government entity (Department of Education, District, etc.) and can provide such proof of status with an EIN Number, and/or confirm our operating expenses with a Form 990 or authorized operating expense report.

- We are a nonprofit
- We are a government entity

If you indicated that your organization was a nonprofit entity, please upload a copy of your 501(c)(3) or tax exemption letter.

Sign via the online form.