



# MEDIA KIT



**PREPARE TO**

**CATCH THE  
FANTASY  
MOMENTUM**

# WELCOME

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Welcome to the most comprehensive resource for and the official association of the fantasy sports industry. Since 1998, Fantasy Sports Trade Association (FSTA) has served as the voice of the industry and this media kit is an extension of our more than 15 years of service to fantasy sports.

The FSTA is the voice for the companies that provide services, news, information, and competition to support the growing fantasy sports industry. Founded in 1998, FSTA is the only dues-based national organization representing the interests of fantasy sports companies.

We welcome your interest in helping us grow and reporting on fantasy sports, in turn, helping to protect the interests of our players and our member companies. FSTA provides the tools and resources needed to expand upon your knowledge of fantasy sports. Connecting with FSTA means you've tapped into the power of an established community of successful fantasy sports entrepreneurs. You also have a platform to raise your voice and affect change within the fantasy sports business community.

For questions about research and press matters or to learn about ways to participate in FSTA committees or conferences, please contact me at [megan@fsta.org](mailto:megan@fsta.org).

On behalf of the FSTA Board of Directors, thank you for choosing FSTA as the organization to represent your business interests.

*Megan Van Petten*

Megan Van Petten  
Executive Director  
Fantasy Sports Trade Association



# RECENT PRESS MENTIONS

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The FSTA Public Affairs Department serves as the voice of the fantasy sports community and functions as a communication resource to member companies, analysts, as well as national, local, and trade media. Below is a sample of the media outlets we've been featured in providing the facts and information media needs to bring their audiences up to speed on the latest trends and issues facing the fantasy sports industry.

**FSTA DRAFT: EXPERTS GET THE JUMP ON FANTASY BASEBALL SEASON**  
USA TODAY

**HOW YOU CAN BEAT DAVID EINHORN AND BILL ACKMAN AT THEIR OWN GAMEJ**  
MARKETWATCH

**PUTTING A PRICE TAG ON FANTASY FOOTBALL**  
CNBC

**BRANDS HAVE A FIELD DAY WITH FANTASY FOOTBALL**  
O'DWYERS PR NEWS

**LEGAL QUESTIONS ARISE FOR FANTASY DAY GAME BIZ**  
USA TODAY

**FANTASY FOOTBALL ISN'T JUST A MAN'S GAME**  
NEW YORK TIMES

**WASHINGTON STATE REPRESENTATIVES PROPOSE BILL TO LEGALIZE FANTASY SPORTS**  
FORBES

**WIN AT FANTASY BASEBALL, THE OLD-SCHOOL WAY**  
MEN'S HEALTH MAGAZINE

**LEVELING THE PLAYING FIELD: MORE WOMEN ARE GETTING INTO FANTASY FOOTBALL**  
NEW YORK DAILY NEWS

**THE MEN WHO MAKE 6 FIGURES OFF FANTASY FOOTBALL**  
NEW YORK POST

**TECH AND THE \$15-BILLION FANTASY SPORTS INDUSTRY**  
EXAMINER

**FANTASY SPORTS KEEPS TABS ON ONLINE GAMBLING**  
THE HILL

**FANTASY FOOTBALL IS GAINING IN POPULARITY IN CONGRESS**  
NEW YORK TIMES

**ON THE STATS: 8.2 MILLION FEMALE PLAYERS ARE BOOSTING THE BUSINESS OF FANTASY SPORTS**  
BIZ JOURNALS





## ABOUT FSTA

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The Fantasy Sports Trade Association (FSTA) was founded in 1998 to provide a forum for interaction between hundreds of existing and emerging companies in the unique, and quickly growing, fantasy sports industry.

From small local leagues managed with pencil and paper to automated web sites with real-time statistics. From snail mail expert fantasy information to web sites with injury and progress reports updated daily. The fantasy sports industry has changed considerably in the past 20 years and FSTA stands to represent all of the varied interests to advance the industry.

In 2017, FSTA has represented over 200 member companies in the industry with a market size reaching 57.4 million fantasy sports players across North America. FSTA represents and builds meaningful connections among the small, the large, the entrepreneurs, and the corporations as well as the visionaries, innovators, investors, advertisers, and sponsors.

### BOARD OF DIRECTORS

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# FSTA LOGO & BRAND ASSETS

## Size of Logo

The FSTA logo can appear in a variety of sizes. For purposes of registration and visibility, the smallest size the logo can be replicated is 1.5-inches wide and 1-inch high (as shown).



## Logo Colors

Below are the official colors to be used in communications at the exact values they appear in the logo depending upon the medium being developed for.



RGB (233, 68, 1)  
CMYK (3, 88, 100, 1)  
HEX (#E94401)



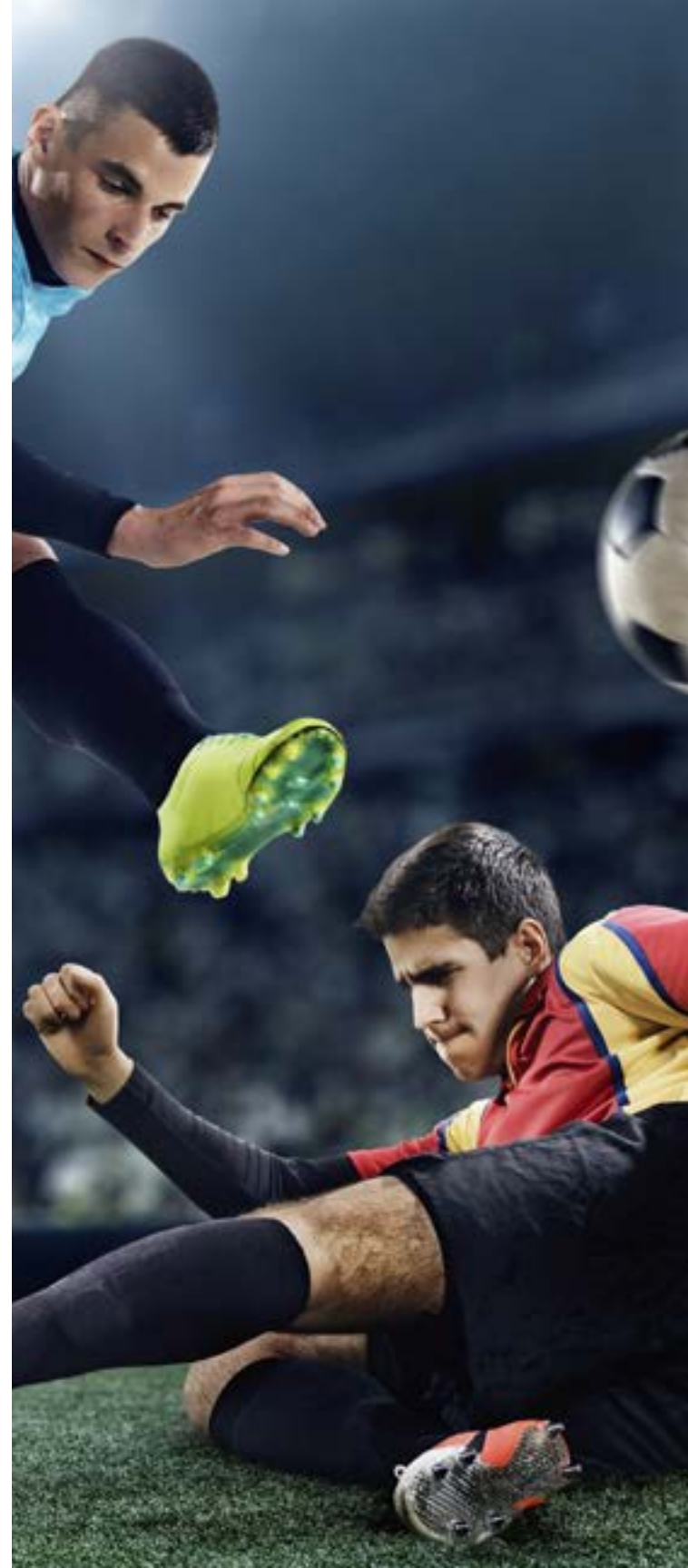
RGB (16, 106, 170)  
CMYK (90, 57, 7, 1)  
HEX (#106AAA)



RGB (51, 51, 51)  
CMYK (69, 63, 62, 68)  
HEX (#333333)

## Space Buffer

A minimum amount of space is required around all edges of the FSTA logo to buffer it from other graphics and type that appears in close proximity to it. The space between the logo and all typography, other logos, graphics, and photos should be equivalent to or greater than .125 inches as illustrated below.



# FANTASY SPORTS AT A GLANCE

## THE AVERAGE FANTASY SPORTS PLAYER



2 out of 3 fantasy sports players are men.

# 38

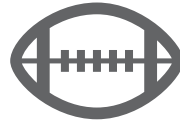
is the average age



66% have a college degree or higher



61% say they are watching more live sports because of fantasy.



Football (73%) is the favorite fantasy sport among players.



# 57,400,000

people played fantasy sports in 2016 in the USA and Canada.

## MOBILE USAGE



37% of fantasy sports players primarily use a mobile device compared to 25% in 2012. Among those that use a mobile device, fantasy sports players access websites via their devices to:

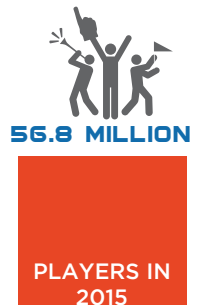
Check the score of my fantasy games	14%
Set/change the line-up of my team	10%
Check the scores of the other games in my league	12%
Draft team	8%
Create or join a fantasy sports league	8%
Research players/free agents/check waiver wire	9%
Offer or evaluate trades	7%
View live draft results to gauge where players are being drafted	10%
Watch fantasy sports TV or videos live or on demand	8%
Post comments or "trash talk" to other owners	9%
Listen to fantasy sports radio shows/ podcasts	9%

## ANNUAL AVERAGE SPEND



On average, fantasy sports players (age 18+) spend \$465 on league related costs, single-player challenge games, and league related materials over a 12 month period.

## GROWTH OF FANTASY SPORTS PLAYERS







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Chicago IL, 60611

<http://fsta.org>