SENGAMES
Association de droit sénégalais
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SENGAMES 3-Year Strategic Plan (2025-2027)

Year 1: 2025 - Consolidation & Expansion

Objective: Strengthen the foundation of Senegalese esports through partnerships, infrastructure development, and international recognition.

1. **Institutional Strengthening & Recognition**
    - Seek official recognition of SENGAMES as a national esports committee by the sports ministry and NOC (discussions are ongoing…)
    - Collaborate with international esports federations (IESF and ACES).
    - Develop esports governance guidelines and a national esports strategy.
2. **International Participation & Visibility**
    - Ensure Senegalese teams qualify for **IESF Esports World Championship** and **Esports World Cup**.
    - Strengthen partnerships with international gaming publishers (e.g., Riot Games, Tencent, Activision).
    - Continue participation in **Gamescom, EVO, Efest Africa, and esports summits** to attract investors.
3. **Infrastructure & Club Development**
    - Identify investment opportunities for **gaming houses** and training facilities.
    - Support esports clubs like **SOLO Esport & 100 Pression** in accessing better facilities.
    - Set up esports bootcamps for training and coaching.
4. **Education & Career Pathways**
    - Launch esports management and game development training in partnership with universities.
    - Partner with schools to introduce **esports as an extracurricular activity**.
    - Train local coaches, referees, and tournament organizers.
5. **Funding & Sponsorship Growth**
    - Expand sponsorships beyond **Orange (SONATEL) and the French Embassy** to attract tech, media, and gaming sponsors.
    - Introduce **membership fees** for esports clubs under SENGAMES.
    - Develop merchandise and esports-related products for revenue generation.

Year 2: 2026 - Dakar 2026 & National League Development

Objective: Use the **Dakar 2026 Youth Olympic Games** as a launchpad to mainstream esports and create a sustainable competitive ecosystem.

1. **Dakar 2026 Esports Integration**

    - Successfully implement the **esports program at the Youth Olympic Games**.
    - Organize an **Olympic Esports Festival** featuring exhibition matches and esports education.
    - Use Dakar 2026 as a case study to push for esports inclusion in future African Games.
2. **National Esports League Launch**
    - Establish **SENEGAMES Esports League**, an annual structured tournament across major esports titles.
    - Implement a **tiered league system (Pro, Semi-Pro, Amateur)**.
    - Secure a broadcasting deal with local or international media (Canal+, Twitch, YouTube).
3. **Grassroots Development & Inclusivity**
    - Expand esports programs to secondary cities in Senegal (Thiès, Saint-Louis, Ziguinchor).
    - Introduce **women-focused esports programs** to encourage diversity.
    - Develop a **youth development program** targeting future esports talent.
4. **Esports & Game Development Synergy**
    - Strengthen collaboration between **Game Hub Sénégal** and esports players.
    - Promote local game developers by integrating their games into tournaments.
    - Work with African gaming studios to create **Senegalese-themed esports games**.

Year 3: 2027 - African Leadership & Professionalization

Objective: Position Senegal as a hub for esports in **West Africa** and create a professional structure for long-term industry growth.

1. **West African Esports Hub**
    - Bid to host a major **African esports tournament (IESF Africa, Esports World Cup qualifier, or AFCON Esports Cup)**.
    - Establish a **West African Esports Federation** with neighboring countries (Ivory Coast, Ghana, Nigeria).
    - Launch a **Senegal Esports Academy** to train future players, managers, and content creators.
2. **Professionalization of the Industry**
    - Push for **contracts, salaries, and legal protections** for esports athletes in Senegal.
    - Work with the government on **tax incentives for esports businesses**.
    - Develop an official **coaching and referee certification program**.
3. **Branding & Monetization**
    - Expand **Efest Africa** into a multi-country event.
    - Develop SENGAMES-owned content such as **documentaries, podcasts, and esports education courses**.
    - Explore **NFTs, Web3, and metaverse esports events** for innovative monetization.