

# CASE STUDY

***USC Sumter is using esports to help bond their campus, develop interest in degree programs, and enrich their local community.***

*"Don't go where the puck is at.  
Go where it's going to be."  
- Wayne Gretzky*

## ABOUT

The University of South Carolina Sumter has been a member of the National Association of Collegiate Esports (NACE) since 2015. Their varsity esports program has more than 30 students and is led by Kristopher Weissmann, Director of USC Sumter Student Life and Esports.

***The driving force for creating a varsity esports team at USC Sumter was simple: opportunity and campus growth. University administrators saw the enormous potential that esports could provide their campus.***

USC Sumter's esports program is built into their student services department, yet carries the same requirements that most varsity programs hold: maintain their GPA, attend study halls, complete community service, etc. Because of this approach, anyone can join the esports community, meaning they don't have to be an elite competitor to participate.

## THE CHALLENGE

"We were three years into our esports program when I began looking for a new PC partner who could provide us a higher level of personalized support and service than we received in the past," Weissmann said. "That's when we discovered Gravity Gaming by ByteSpeed and knew it was the beginning of a great partnership."

## THE SOLUTION

Gravity Gaming offered a competitive hardware solution that featured solid service and support provided by fellow game enthusiasts. In addition to computer hardware, Gravity Gaming also helped with unique PC customizations (including the school's colors in LED lights and Fire Ants esports logo), as well as the creation and sponsorship of team esports jerseys, which the team wears proudly.

***"Gravity Gaming's genuine, down-to-earth team truly cares for their customers. They provide a great product with excellent service and support, plus unique customization options. Gravity Gaming is the perfect fit for us."*** - Kris Weissmann







## A WIN-WIN FOR EVERYONE

Weissmann said, "Youth these days are fully invested in media and gaming. There are also students in our program that would have never attended college without esports as a driving factor. Getting students to be in a committed program, and getting a degree is a win-win for everyone!"

USC Sumter also offers esports scholarships to students, which also increases the program's popularity. More than 30 students participate in their esports program, with the number increasing each year.

"Some kids may never go to school, but if they see an esports program like this, they might change their mind," Weissmann said. "They might say, 'Hey, I can do that and get an education. Maybe make mom and dad happy because I am going to school and getting a degree, but I am also doing something I want to do.'"



## A MUTUALLY BENEFICIAL PARTNERSHIP

The Gravity team flew to South Carolina to help with the deployment of new systems and optimize Sumter's existing esports hardware. Gravity Gaming actively promotes USC Sumter's esports program and boosts their recruitment through multiple speaking engagements at technology conferences and regional high school meetings. Kris has joined the Gravity team in esports panels that answer questions and help high school educators explore collegiate esports opportunities for their students. In addition, Gravity Gaming has set up an endowment that will help give back and fund USC Sumter's esports program for years to come.

## DEVELOPING DIVERSE STUDENTS

While the development of esports skills is paramount, diversity is the most important aspect of the program. This diversity impacts the student's growth, enabling improved teamwork, camaraderie, sportsmanship, time management, social and educational responsibilities, and developing skills to compete in a competitive environment.

## About Gravity Gaming by ByteSpeed

Gravity Gaming is a product line dedicated to PC gaming created by ByteSpeed ([www.bytespeed.com](http://www.bytespeed.com)), a leading nationwide provider of custom-built computer hardware since 1999. We've combined our passion for PC gaming with our 20+ years of computer industry experience to create Gravity Gaming by ByteSpeed.

Gravity Gaming by ByteSpeed systems are built and supported in the USA, at our headquarters in Moorhead, MN. Our goal is to bring users the ultimate gaming experience through our high performance hardware, as well as outstanding customer service and support.

At Gravity Gaming by ByteSpeed, we understand the importance of building a solid gaming rig for ultimate performance and reliability. That's why we use only the highest quality components. Our team of gaming experts then assemble and test your machine before it ships to you. We guarantee high quality, performance-driven machines you will be proud to own.

Learn more at: [www.gravitygaming.com](http://www.gravitygaming.com)