



BACKGROUNDER

About Us

The Videogames and Esports Foundation brings unity to the gaming and esports community as the first STEM accredited esports non-profit built from necessity. The esports industry has and continues to grow faster than expected. VEF works to be proactive through its initiatives and leading the next generation of gamers. It works to bring experts from across the globe to get data and amass awareness of the positive impacts of gaming and work against the common misconceptions and stigmas of gaming. VEF leads individuals and organizations to pursue the best practices in esports. It strives to increase literacy around the esports industry's positive impact on healthy lifestyles, mental health, community and STEM. VEF provides grants and scholarships to disenfranchised students, educators, game designers, streamers and organizations in the gaming and esports industry.



History

December 2018 - The Varsity Esports Foundation was founded by Mason Mullenieux and Bubba Gaeddert as a 501(c)(3) non-profit organization in Missouri.

September 2019 - Bubba Gaeddert leaves the traditional sports industry and takes a full-time role of Executive Director.

October 2022 - Begin rebranding from Varsity Esports Foundation to Videogames and Esports Foundation to make the organization more inclusive and open to gamers outside of scholastic esports.

January 2023 - Rebranded officially to the Videogames and Esports Foundation in Kansas, U.S.A.

About the Founders

Mason Mullenieux, Co-Founder of the Videogames and Esports Foundation, received his Bachelor's degree from the University of Missouri-Columbia in Computer Science and Film in 2010 and founded the esports club at MU. Mullenieux is also the founder of both the High School Esports League and Generation Esports. HSEL was established in 2012 and is the largest, long-running and most trusted scholastic esports organization for middle and high school students with the mission to make esports available to all students across the nation. Generation Esports was created as an umbrella organization at the beginning of 2020 and provides curriculum and competition to middle school, collegiate and outside the scholastic space.

Bubba Gaeddert, Co-Founder of the Videogames and Esports Foundation, received his Bachelor's degree from Oklahoma State University in Recreation Management in 2010. He is a professional broadcaster, host, consultant, entrepreneur, content creator and veteran event manager. Gaeddert has been an adjunct professor in higher education since 2013 and worked in the non-profit and traditional sports industry for over 22 years with the YMCA, NCCA, NAIA, Parks and Recs, Sports Commissions and the Chamber of Commerce before co-founding VEF with Mullenieux in 2018 and took on the role of Executive Director in 2019.

Board & Staff

Bubba Gaeddert - Executive Director and Co-Founder

Connor Alne - Volunteer Contributor and Esports Education Network Creator

Mason Mullenieux - Board President and Co-Founder



Sponsor

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Services

1) Professional Development, Training and Research in Esports:

The VEF provides professional development, training and research in esports. The five-step online course is led by Coach Alne, a former pro-esports player, college esports coach, K-12 esports mentor and the CEO of Esports on TikTok. The VEF works with tournament organizers, organizations, corporations and school districts to help educate them about the benefits of esports in schools.

2) Speaking, Panels, Presentations and Interviews:

The Videogames and Esports Foundation can provide its Executive Director to attend conferences, interviews, meetings or conventions. VEF can help your organization with esports literacy in any industry.

3) Temporary Restrictive Fund Program:

The Videogames and Esports Foundation has restricted fund options for organizations to build funds for their esports needs. Partners can accept tax-deductible donations from sponsors

into their VEF-restricted fund. Those partners can choose where the money is spent toward esports events, scholarships or grants.

Media Contact

Bubba Gaeddert - Executive Director

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