

PUBLIC ASSOCIATION
"ESPORTS FEDERATION OF KYRGYZSTAN"

Grassroots Programmes

Community Esports Development & Participation Growth

2025 Report & 2026-2028 Plan

Bishkek, 2026

Grassroots Programmes of the Esports Federation of Kyrgyzstan

1. Introduction

Grassroots programmes are the foundation of the esports ecosystem in the Kyrgyz Republic. They serve to introduce newcomers to competitive esports, provide accessible entry points for casual gamers, and build the community base from which future competitive athletes emerge.

The Public Association "Esports Federation of Kyrgyzstan" (ESFK) focuses grassroots efforts on open community tournaments, sport initiation at public events, online platforms for broad regional access, and partnerships with local venues and operators. This document describes current grassroots activities and planned expansion for 2026-2028.

2. Community Tournaments

2.1. Open Online Tournaments

The Federation organizes and supports open community tournaments accessible to all players regardless of skill level. These tournaments serve as the primary entry point for newcomers to competitive esports:

- **Platform:** Tournaments are hosted on accessible platforms — Bigplay.gg, Challonge, FACEIT, and Discord
- **Registration:** Free or minimal entry fee, open to all residents of the Kyrgyz Republic
- **Format:** Online qualifiers with optional LAN finals for top performers
- **Disciplines:** CS2, Dota 2, PUBG Mobile, Mobile Legends, eFootball — covering PC, mobile, and console to ensure broad accessibility
- **Age:** Open categories (14+) allow youth participation alongside experienced players

2.2. Friendly Tournaments

In addition to official qualifiers, the Federation supports friendly (non-ranking) tournaments organized by community members and local operators. These events focus on participation rather than competition, creating a welcoming environment for players trying competitive esports for the first time.

Key characteristics of friendly tournaments:

- Casual rule sets with simplified formats (single elimination, best-of-1)
- Mixed skill levels — no minimum rank or experience required
- Community-run with Federation endorsement and branding support
- Social media promotion through @esf.kg (Instagram) and @esfkg (Telegram)

2.3. LAN Community Events

LAN events serve as gathering points for the esports community. The Federation organizes LAN finals at venues in Bishkek, combining competitive play with community engagement:

- Free entry for spectators
- Live broadcasting on YouTube (@BSLKyrgyzstan) and Twitch (bsl_kg)
- Meet-and-greet opportunities with national team athletes

- Partner exhibitions (hardware demonstrations from Kingston, ASUS ROG, DeepCool, AOC)

3. Sport Initiation

3.1. Exhibition Matches

Exhibition matches featuring national team athletes and well-known players serve as sport initiation events, introducing the general public to competitive esports. These matches are staged at:

- LAN finals of national qualifiers
- Multi-sport events (in cooperation with the Olympic Committee of the Kyrgyz Republic)
- Community gatherings and public events

3.2. Phygital Sports Introduction

In February 2025, the Federation participated in the first Phygital Hockey Tournament in Pittsburgh, USA, introducing a new format combining physical and digital competition. This innovative approach serves as a sport initiation tool, attracting people who may not be interested in traditional esports but are drawn to the phygital concept. The initiative was supported by the NOC of the Kyrgyz Republic.

3.3. Multi-Sport Event Participation

The Federation's participation in multi-sport events exposes new audiences to esports:

- **Islamic Solidarity Games 2025 (Riyadh)** — 3,000+ participants from 56 countries, combining esports with traditional sports
- **Asian Youth Games 2025 (Bahrain)** — first Youth Asian Games with official esports competition, reaching youth sports audience
- These events position esports alongside established sports disciplines, legitimizing it for new participants

4. Coaching and Training

4.1. Peer Mentoring

National team athletes provide informal coaching and guidance to community members through:

- Post-match analysis sessions at LAN events
- Community Discord servers where experienced players help newcomers
- Social media educational content on competitive strategies and game mechanics

4.2. Coaching Development Program (2027 Target)

The Federation plans to formalize coaching through a national certification program starting in 2027:

- Development of standardized coaching methodologies for esports
- Training workshops for prospective coaches
- Target: 20+ certified esports coaches by end of 2027
- Coaches will support grassroots programs at regional branches

4.3. Referee Training

The Federation trains referees and tournament administrators as part of its grassroots operations. Through hands-on involvement in national qualifiers and community events, individuals gain practical experience in:

- Tournament administration and rule enforcement
- Match observation and dispute resolution
- Broadcasting and production support

5. Equipment Support

5.1. Partner Equipment for Events

Technology partners provide equipment for tournament events on a value-in-kind (VIK) basis:

Partner	Equipment Provided	Use
Kingston / HyperX	Gaming peripherals (keyboards, mice, headsets)	Tournament stations
ASUS Republic of Gamers	Gaming PCs and laptops	LAN event hardware
DeepCool	Cooling systems	PC event hardware
AOC / Philips	Gaming monitors	Tournament displays
Anda Seat	Gaming chairs	Player comfort at events

This equipment is used at grassroots events, ensuring that participants have access to quality gaming hardware regardless of personal ownership.

5.2. Online Platform Access

By utilizing free-to-use platforms (Bigplay.gg, Challonge, Discord, FACEIT), the Federation ensures that grassroots tournaments require no specialized equipment beyond a standard PC or mobile device with internet access. This removes financial barriers to participation.

6. Scouting and Talent Development

6.1. Talent Identification Through Open Tournaments

All national qualifiers are open-entry, serving as scouting opportunities. Promising players identified through community and qualifier tournaments are invited to:

- National team tryouts for upcoming international competitions
- Advanced competitive brackets at future events
- Community leadership roles (tournament organization, content creation)

6.2. Success Stories

The grassroots-to-international pathway has produced concrete results in 2025:

- Youth players from community tournaments formed the team that reached the CS2 grand finals in Moscow (7 countries)
- The PUBG Mobile national team, assembled through open qualifiers, won the Asian Championship 2025
- Rocket League players identified through community play won 1st place at Islamic Solidarity Games regional qualifiers
- The Women's CS2 team, built from the grassroots community, became Central Asian Champions

7. Digital Community Engagement

7.1. Social Media Platforms

The Federation maintains active community presence across multiple platforms:

Platform	Handle	Content Focus
Instagram	@esf.kg	News, event announcements, results, community highlights
Telegram	@esfkg	Real-time updates, tournament registrations, community chat
YouTube	@BSLKyrgyzstan	Tournament broadcasts, match highlights, educational content
Twitch	bsl_kg	Live tournament streaming
TikTok	—	Short-form content for youth audience
VK	bsl.kg	Community news and engagement

Combined social media following at end of 2025: 5,500+ across all platforms.

7.2. Website

The Federation website **esf.kg** serves as the central hub for grassroots information: event calendars, registration links, results, organizational documents, and contact information. The site supports both Russian and English languages.

8. Regional Grassroots Expansion (2026-2028)

8.1. Regional Branch Program

To extend grassroots programs beyond Bishkek, the Federation plans to establish regional branches:

Phase	Year	Regions	Activities
Phase 1	2026	Osh, Jalal-Abad, Issyk-Kul	Local qualifiers, community tournaments, sport initiation events
Phase 2	2027	All 7 oblasts + Bishkek + Osh	Full regional championship system, youth programs, coaching workshops
Phase 3	2028	Nationwide with local coordinators	Professional league feeder system, regional championships, permanent venues

8.2. University and School Outreach (2027)

The Federation plans to partner with educational institutions to introduce esports through:

- School esports clubs with Federation guidance and branding
- Inter-university tournament series
- Guest lectures by national team athletes on discipline, teamwork, and career opportunities in esports
- Target: partnerships with 10+ educational institutions by end of 2027

9. Seminars and Workshops

9.1. Community Education

The Federation plans to conduct educational seminars covering:

- Introduction to competitive esports — for players and parents
- Healthy gaming practices — physical wellness, screen time management, mental health
- Career paths in esports — beyond playing (coaching, broadcasting, event management, content creation)
- Anti-doping awareness — in line with IESF fair play standards

9.2. Tournament Organization Workshops

Training community members to organize local tournaments independently:

- Tournament format design and rule setting
- Platform usage (Challonge, Discord, Bigplay.gg)
- Broadcasting basics (OBS, stream overlays, commentary)
- Target: 5+ community-run tournaments per region per year by 2028

10. Key Performance Indicators

Indicator	2025 (Actual)	2026 (Target)	2027 (Target)	2028 (Target)
Open community tournaments/year	6+	10+	20+	40+
Unique tournament participants	200+	500+	1,500+	3,000+
Regions with grassroots activity	1	3	7	9
Social media followers (combined)	5,500+	10,000+	15,000+	30,000+
Educational institution partners	—	3+	10+	20+
Seminars/workshops conducted	—	3+	8+	15+
Community-run tournaments (total)	—	5+	20+	45+

Note: Grassroots programmes are operated on a zero-budget or minimal-budget basis by Federation volunteers and community members. Equipment is provided by technology partners on a value-in-kind basis. Online platforms are used at no cost. The Federation's approach maximizes community impact with available resources.

President

Public Association "Esports Federation of Kyrgyzstan"

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