



ESL and Intel extend global partnership

- Turtle Entertainment (ESL) and Intel extend partnership through 2021, creating the biggest brand alliance in esports
- ESL and Intel to launch new esports tournaments in Asia and trial new technologies during large-scale tournaments
- ESL continues to secure multi-territory, multi-year sponsorships by growing its capabilities as a fully-fledged marketing partner with unique insights into gaming communities

MTG's Turtle Entertainment, the operator of the world's largest esports company [ESL](#), and Intel Corporation have extended their global partnership through 2021. The agreement aims to boost the development of the esports ecosystem through the introduction of new technologies, tournaments and events.

As ESL's global technology partner, Intel will continue to power ESL One and Intel Extreme Masters (IEM) tournaments, CS:GO Pro League and the \$1,000,000 Intel Grand Slam. In addition, IEM, which enters its 14th season in 2019, will expand to more Asian markets and become the longest running pro esports circuit in the world.

Intel will also trial new technologies during ESL's esports tournaments, which represent an opportunity to put new high-performance tools and solutions to the test.

Jørgen Madsen Lindemann, MTG's President & CEO: "With the support of Intel, ESL produces world-class stadium esports events while contributing to the global expansion of competitive gaming. Mutually beneficial partnerships are a key driver of this rapidly developing industry, which brings technology and entertainment together to create memorable experiences for esports fans around the world."

Esports is a broad umbrella that encompasses distinct sub-cultures, demographics and types of consumers. This creates a variety of audiences that can be targeted live, on air and online. In 2018, ESL extended its [partnership with Mercedes-Benz](#) through 2020 while telecom operators [Vodafone](#) and AT&T signed brand partnership deals for ESL's international tournaments. In addition, McDonald's announced that it will continue supporting ESL's esports tournaments. Other long-term partnerships between ESL and non-endemic brands include [DHL](#), [Pringles](#) and [paysafecard](#).

Nielsen Esports has reported* that gaming communities are highly supportive of brand partnerships as they recognise the value that large advertisers bring to the ecosystem. Thanks to the accessibility of major games, esports followers have no geographical limitations, which creates the opportunity for multi-territory brand activations.

* Nielsen Esports Playbook, 2017



NOTES TO EDITORS

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