

World Esports
IESF

AFRICAN ESPORTS CHAMPIONSHIP

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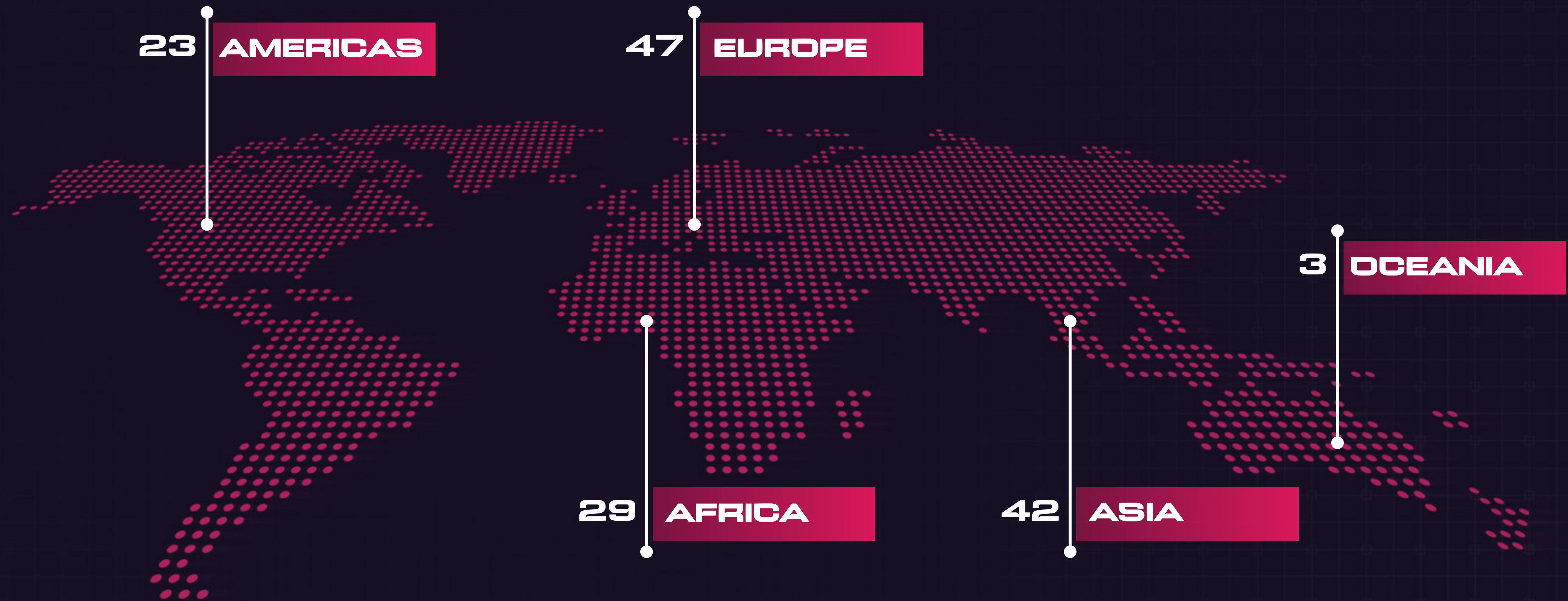
INTERNATIONAL ESPORTS FEDERATION

IESF is an international organization dedicated to the promotion and development of Esports worldwide

As **the home** of **World Esports**, IESF gives a spotlight to the top talents from all around the world and one of the ways it does so is by hosting Championships in various Esports game titles.

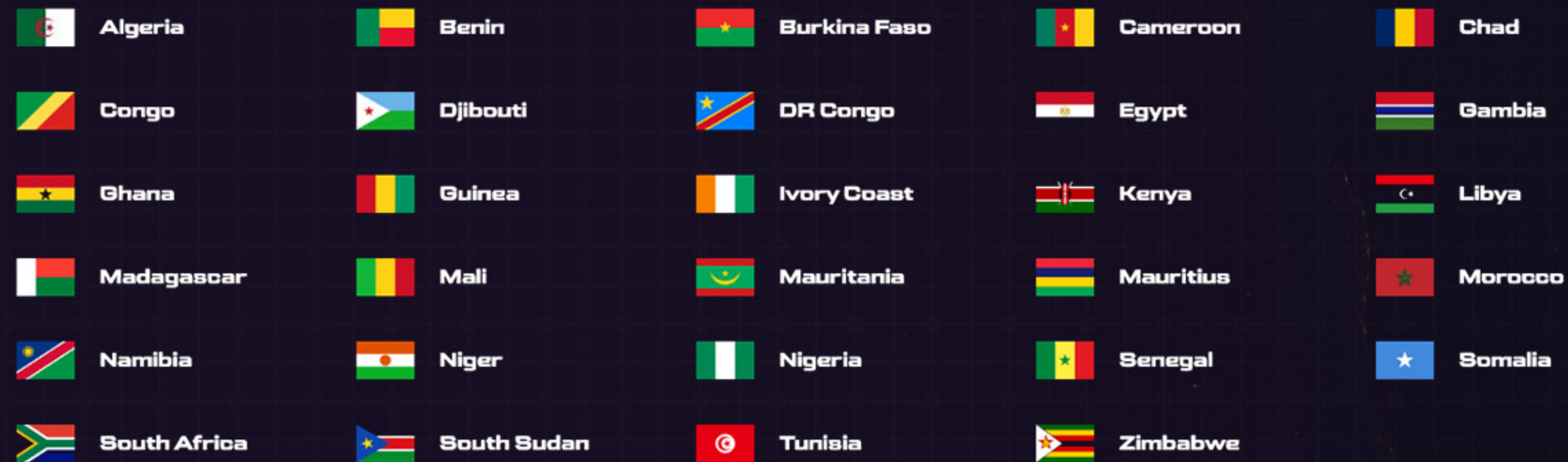
IESF is advocating for the recognition of Esports as a legitimate sport and uniting nations along the way!

144 MEMBERS



29 AFRICAN NATIONS

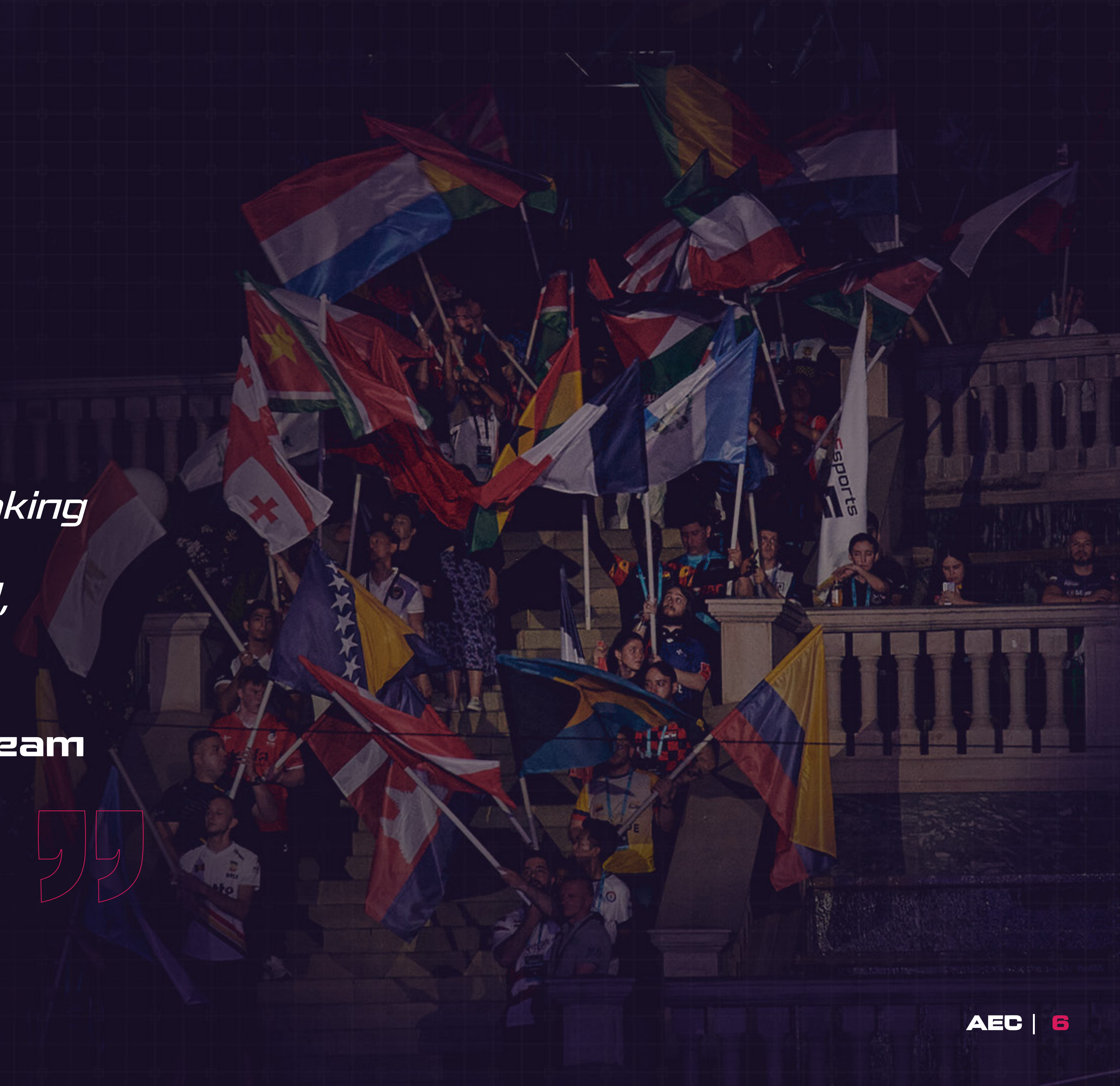
PART OF THE REALM





Building bridges, not barriers, breaking down cultural and geographical differences with national pride and, through the power of Esports!

- IESF Team



IESF **AFRICA** ESPORTS CHAMPIONSHIP **CASABLANCA 2024**



In the heart of **Morocco**, a historic moment unfolds - an **offline Esports competition** like never before.

More than **300 players** from across the continent gather for an intense face-off in three exciting competitions.

 **CASABLANCA
MOROCCO**

 **180+
ATHLETES**

 **17 AUG TO
21 AUG**

 **25
COUNTRIES**

 **179 TOTAL
MATCHES**

 **\$100K
PRIZE POOL**

 **100+ HRS
BROADCAST**



REGIONALS



08TH - 17TH JUNE

01

ONLINE STAGE



17TH - 21TH AUGUST

02

OFFLINE STAGE



SIX COMPETITIONS

CASABLANCA, MOROCCO

x 4 OPEN

CS2, MLBB, PUBG MOBILE, DOTA 2

▲ 2 WOMEN

CS2 AND MLBB

The leading example of
equity and diversity in
the World of Esports.



AFRICAN ESPORTS CHAMPIONSHIP

Diversity, unity and competition, all in one place!

The best of the best from all corners of Africa will assemble in Casablanca, Morocco, to represent their nations and compete for a place in the World Esports Championship!

STAGE 1

NATIONALS

National selection process in each member nation where participants compete to be part of the National Team.

1

STAGE 2

CHAMPIONSHIP

The national federation's champions compete to qualify and win a place in the World Esports Championship.

2

HISTORY OF AFRICA ESPORTS CAPITALS



CASABLANCA
2024





4000+ ATHLETES

IESF has a unique, diverse cast of athletes, each with their own story and the ability to transcend the competitive side of gaming

There's an athlete with a story to align with every brand. IESF is the gateway to unlocking some of the authentic personalities in the World of Esports.

WE EMPOWER WOMEN

Women remain a minority in Esports and the New Tradition is here to change it.



**200+ FEMALE
ATHLETES**



**30+ FEMALE
TEAMS**



90+ MATCHES

Females make up **46%** of
the **3.2 billion gamers**
worldwide.



+30 MILLION

UNIQUE EXPOSURE
WORLDWIDE

NATIONAL PARTNERS •
to Local Linear Channels

LIVE BROADCAST •
Online Live Engagement

SOCIALS •
Social Media Campaign

MEDIA •
Intensive PR Campaign

• **TOP LEVEL PLAYERS**
News, Highlights, Clips

• **INTERVIEW STUDIO**
and Casting Center

• **INFLUENCERS**
Popular Commentators

• **MARKETING**
Key Network

AEC IN NUMBERS

SOCIAL MEDIA

	2023	2024	2025
SOCIAL MEDIA REACH	142K	1,5M	3M
SOCIAL MEDIA IMPRESSIONS	426K	5M	13M
SOCIAL MEDIA VIEWERSHIP	58K	500K	1,3M

AEC IN NUMBERS

BROADCAST

	2023	2024	2025
VIEWERSHIP	45,6K	700K	1,5M
BROADCAST HOURS	53	112	145
HOURS WATCHED	5737	60K	230K
NUMBER OF TEAMS	37	97	130
NUMBER OF ATHLETES	202	389	650

**EMBRACING
DIVERSITY**
*Building a Stronger
Community*

**NATIONAL
PRIDE**
*Honoring your
country*

ESPORTS
The Sport of the Future

**SAME OPPORTUNITIES
FOR ALL AROUND
THE WORLD**
Breaking Down Barriers

UNITY
*Uniting Nations
Through Esports*

**WE
EMPOWER**

World Esports
IESF

BE THE NEXT
AFRICAN ESPORTS
CAPITAL

BENEFITS FOR THE HOST CITY

ECONOMIC BOOST



INCREASED TOURISM

AEC gathers hundreds of players, staff, media, and passionate esports fans from around the world. This influx of visitors translates to a significant boost in hotel occupancy, retail and hospitality, and tourist attractions.



REVENUE GENERATION

Hosting the event creates opportunities for sponsorships, merchandise sales, and concessions. The city can partner with local businesses to deliver the required event services.



INVESTOR RELATIONS

The global spotlight on the city during the Championship can attract investors interested in the growing esports market and the city's potential for innovation and technological advancement.

CITY IMAGE



GLOBAL EXPOSURE

The Championship will be broadcasted live to millions of viewers worldwide, showcasing the city's infrastructure, culture, and landmarks. This extensive media coverage positions your city as a modern, tech-savvy destination which perfectly fits today's trend.



POSITIVE REPUTATION

Hosting a prestigious event like the African Esports Championship demonstrates your city's commitment to innovation, entertainment, and youth culture. This positive image can attract new businesses, talent, and residents.



PRESENCE & REACH

Thousands of attendants and 400+ Athletes from 29+ Nations gathered in one city, promoting the city worldwide as the esports capital and to a dynamic and young audience.

FUTURE OPPORTUNITIES



IMPROVED INFRASTRUCTURE

Hosting the Championship requires upgrades to local infrastructure, such as transportation networks and specialized event venues. These improvements benefit the city long after the event, attracting tournament organizers.



ESPORTS HUB

By successfully hosting the Championship, the city can position itself as a hub for future esports events and competitions, attracting further investors and establishing a strong presence in the fast-growing esports industry.

DEVELOPMENT



COMMUNITY

The Championship can be a unifying event, bringing together people of all ages and backgrounds with a shared passion for esports. Local events and activities surrounding the Championship can further strengthen their community.



VOLUNTEER OPPORTUNITIES

Hosting the event creates numerous volunteer opportunities for local residents. One of a kind training and education to the local community will help them get unique experience that can evolve into a successful career.



EDUCATION

Partnering with educational institutions, the Championship can be leveraged to introduce esports as a legitimate career path and promote education.



World Esports
IESF

**WE EMPOWER
CHAMPIONS,
DO YOU?**

 www.iesf.org

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