

World Esports
IESF

AMERICAS ESPORTS CHAMPIONSHIP

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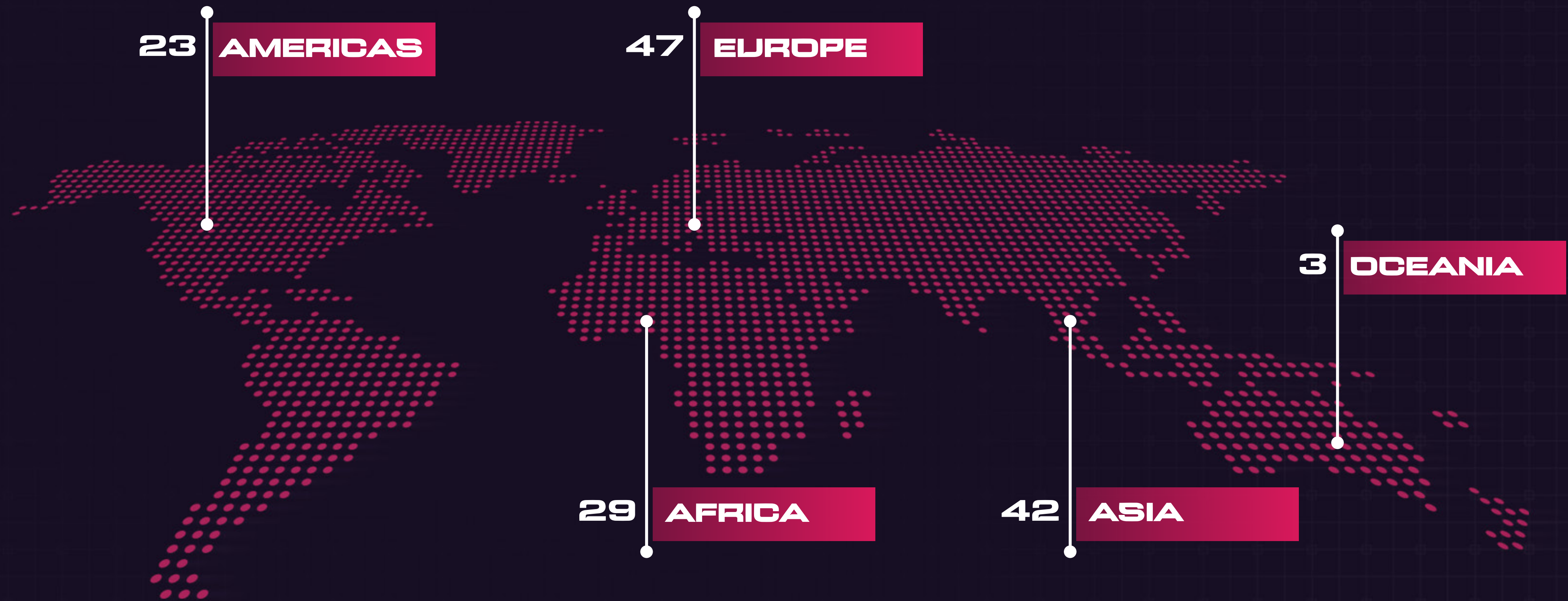
INTERNATIONAL ESPORTS FEDERATION

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



23 AMERICAN NATIONS

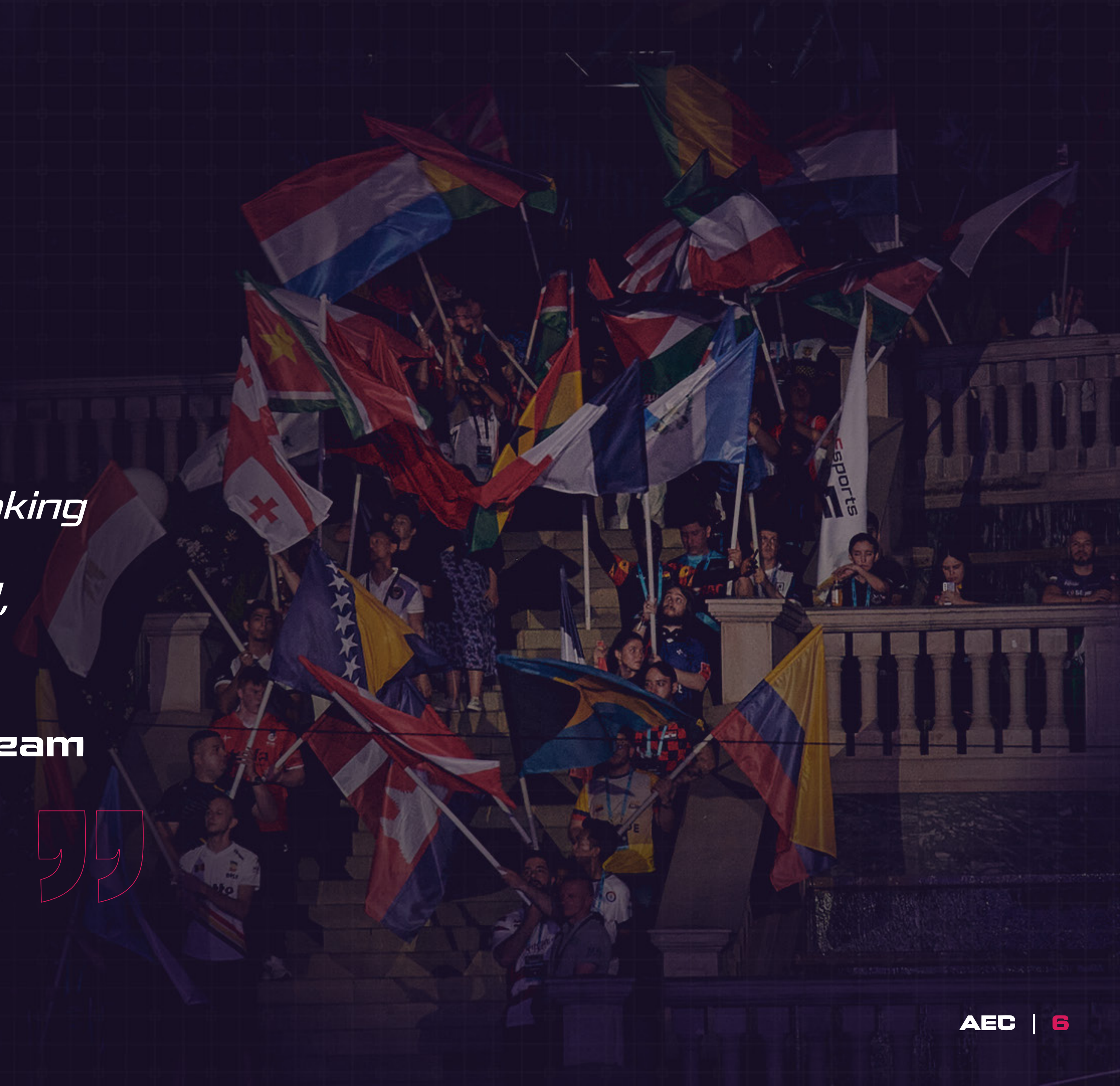
PART OF THE REALM





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

- IESF Team



AMERICAS REGIONAL QUALIFIERS 2024

The **Americas Regional Qualifiers** is the second IESF event for 2024 leading toward the World Esports Championship.

A fully online event across 4 different game titles spanning from **25 July to 08 August**, and featuring **300+ athletes** from **22 competing nations**, the Americas Regional Qualifiers serves as the gateway for the best in the region to advance to the **16th World Esports Championship**.

 **25 JUL TO 08 AUG**

 **ONLINE QUALIFICATIONS**

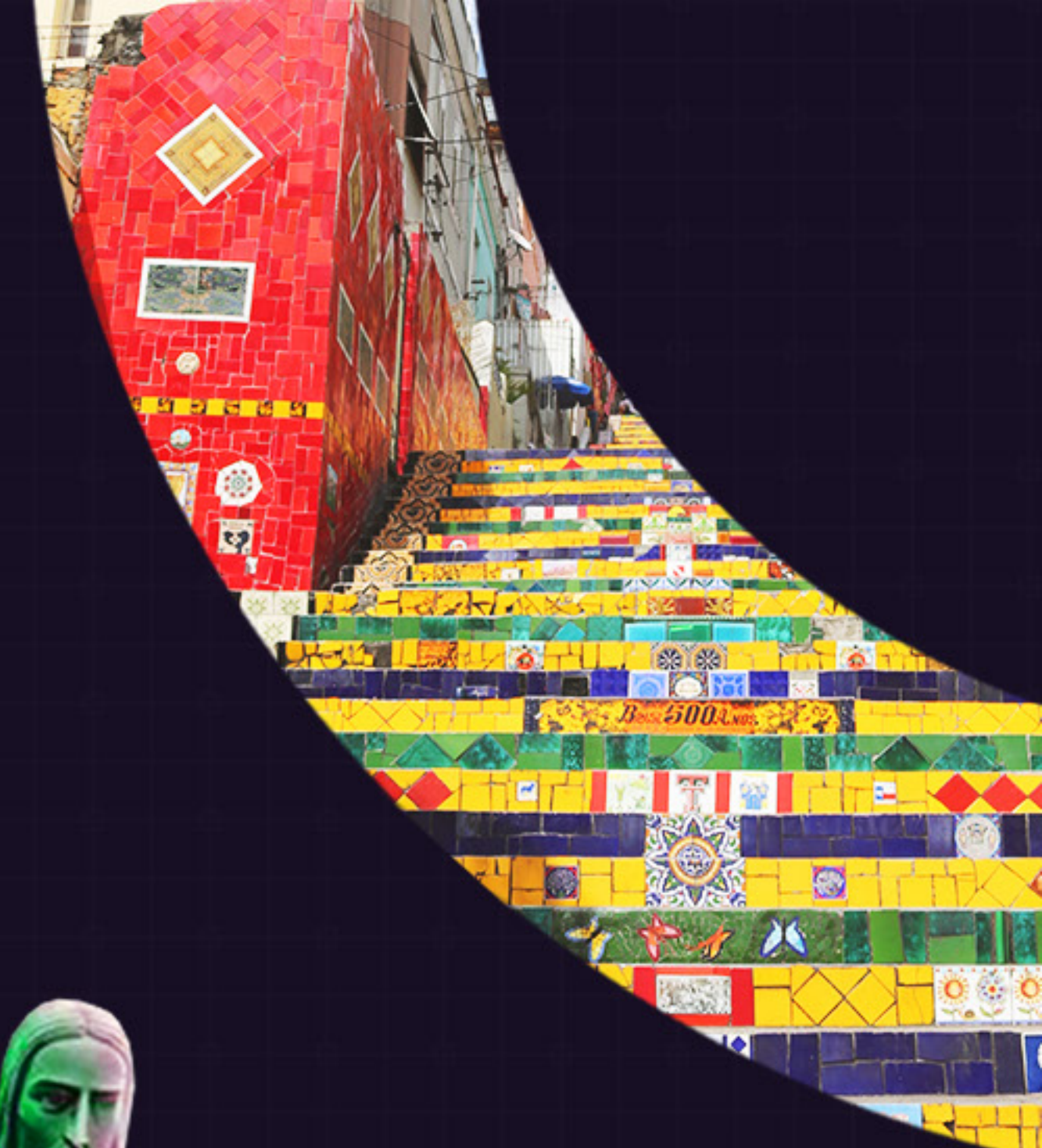
 **22 COUNTRIES**

 **300+ ATHLETES**

 **100+ HRS BROADCAST**

 **\$250K PRIZE POOL**

 **180+ MATCHES**



SIX COMPETITIONS

AMERICAS

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.



WE EMPOWER WOMEN

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



**150+ FEMALE
ATHLETES**



**30+ FEMALE
TEAMS**



90+ MATCHES

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



AMERICAS ESPORTS CHAMPIONSHIP

Diversity, unity and competition, all in one place!

The best of the best from all corners of the Americas are going head-to-head, representing their nations and competing 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 AMERICAS ESPORTS CAPITALS



BUENOS AIRES
2022



2025



2026

WORLD OF ESPORTS



5000+ 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.

+80 MILLION

UNIQUE IMPRESSIONS

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	1,1M	5M	10M
SOCIAL MEDIA IMPRESSIONS	2,7M	12,5M	25M
SOCIAL MEDIA VIEWERSHIP	250K	1,5M	5M

AEC IN NUMBERS

BROADCAST

	2023	2024	2025
VIEWERSHIP	75K	650K	1,5M
BROADCAST HOURS	40	85	110
HOURS WATCHED	15K	50K	150K
NUMBER OF TEAMS	46	76	95
NUMBER OF ATHLETES	242	367	525

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 AMERICAS
ESPORTS CAPITAL**

YOUNG CITY

Rejuvenate your city's culture with an influx of young and *talented esports stars* that bring in a fresh breath of air.

Gaming during the day, having fun at night the smart way.

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 IESF Americas 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 500+ Athletes from 23+ 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.



WE EMPOWER CHAMPIONS, DO YOU?

 www.iesf.org

 marketing@iesf.org