

*World Esports*  
**IESF**

# EUROPEAN ESPORTS CHAMPIONSHIP



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# INTERNATIONAL ESPORTS FEDERATION

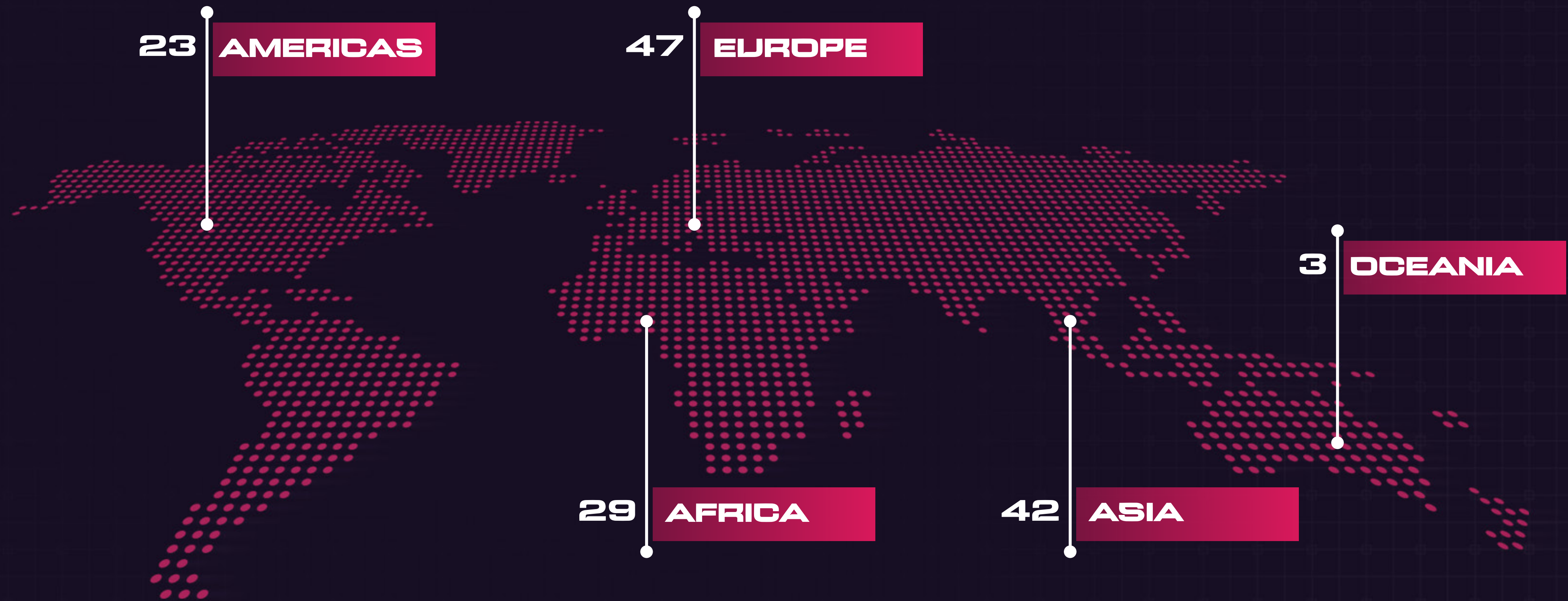
**IESF** is an International organization dedicated to the promotion and development of Esports worldwide.

As **the home** of the **World of Esports**, IESF gives spotlight to the top talents from all around the world by being the official host of the World Esports Championship 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





# 47 EUROPEAN 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**





# EUROPEAN ESPORTS CHAMPIONSHIP

Diversity, unity and competition, all in one place!

The best of the best from all corners of Europe going head-to-head, representing their nations and competing for a place on the world stage!

## STAGE 1

### NATIONALS

National selection process in each member nation, 50k+ participants competing to be part of the National Team.

1

## STAGE 2

### CHAMPIONSHIP

The champions of each national federation are competing in the Regional Qualifiers to qualify and win a place in the World Esports Championship.

2



# HISTORY OF EUROPEAN ESPORTS CAPITALS



**PODGORICA**  
**MONTENEGRO**



**ORADEA**  
**ROMANIA**



**BAKU**  
**AZERBAIJAN**

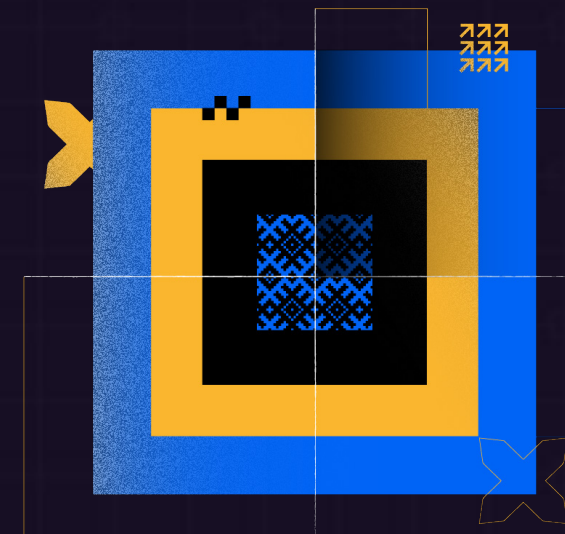


**KRYVYI RIH**  
**UKRAINE**





# IESF EUROPE REGIONAL QUALIFIERS 2024



The IESF European Regional Qualifications is the stepping stone for 43 European nations.

The only online event by IESF in 2024, the Europe Regional Qualifications will feature Europe's best 763 athletes, competing in 5 different game titles for a slot at the biggest Esports event this year, the 16th World Esports Championship in Riyadh, Saudi Arabia.

 **ONLINE CHAMPIONSHIP**

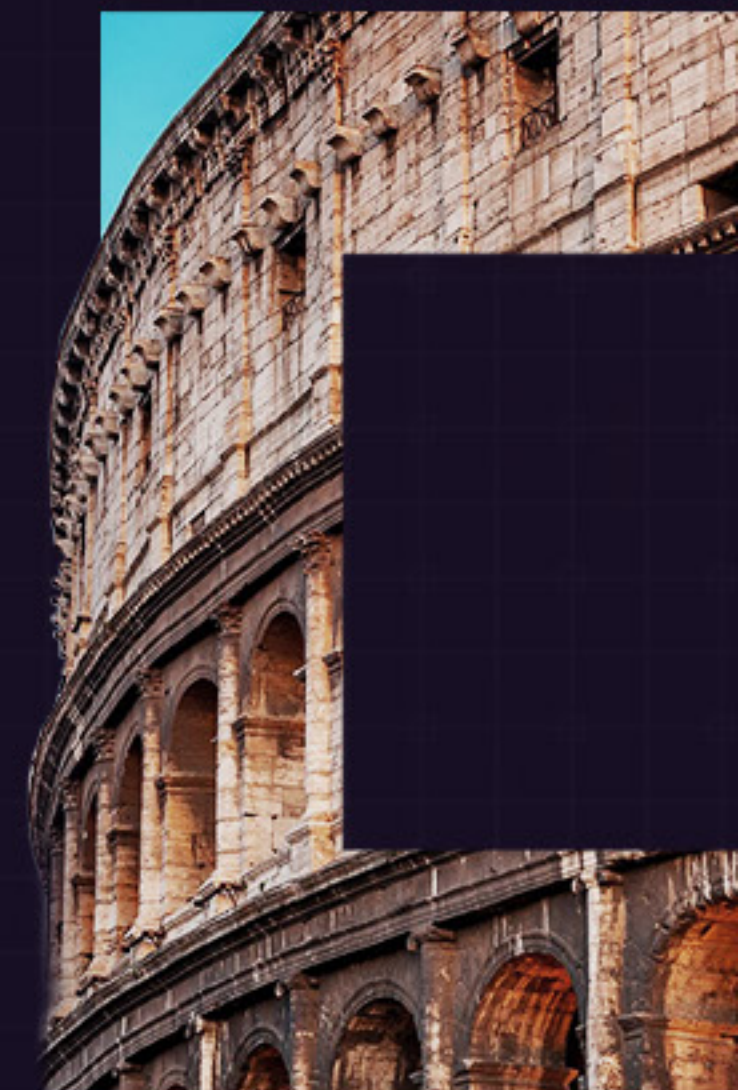
 **06 JUL TO 31 JUL**

 **43 COUNTRIES**

 **763 ATHLETES**

 **261 HRS BROADCAST**

 **290 TOTAL MATCHES**





WORLD  
OF  
ESPORTS

# 7000+ 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.



# SIX COMPETITIONS

EUROPE

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.



**170+ FEMALE ATHLETES**



**34+ FEMALE TEAMS**



**90+ MATCHES**

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





# +70 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



# EUROPE IN NUMBERS

## SOCIAL MEDIA

	2023	2024	2025
<b>SOCIAL MEDIA REACH</b>	<b>1,7M</b>	<b>5M</b>	<b>12M</b>
<b>SOCIAL MEDIA IMPRESSIONS</b>	<b>3,2M</b>	<b>8M</b>	<b>21M</b>
<b>SOCIAL MEDIA VIEWERSHIP</b>	<b>350K</b>	<b>1,5M</b>	<b>4M</b>



# EUROPE IN NUMBERS

## BROADCAST

	2023	2024	2025
<b>VIEWERSHIP</b>	<b>1M</b>	<b>2M</b>	<b>4.5M</b>
<b>BROADCAST HOURS</b>	<b>210</b>	<b>250</b>	<b>270</b>
<b>HOURS WATCHED</b>	<b>420K</b>	<b>600K</b>	<b>1.7M</b>
<b>NUMBER OF TEAMS</b>	<b>95</b>	<b>200+</b>	<b>200+</b>
<b>NUMBER OF ATHLETES</b>	<b>563</b>	<b>800+</b>	<b>800+</b>



**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  
EUROPEAN ESPORTS  
CAPITAL**



# BENEFITS FOR THE HOST CITY



# ECONOMIC BOOST



## INCREASED TOURISM

EEC 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 European 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 700+ Athletes from 47+ 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?**

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