**BLAST seeks support from Alienware, Gillette, and Twitch**

BLAST is a top-notch Danish tournament organizer, and it now also seeks immense support from Alienware, Gillette, and Twitch. As revealed, BLAST seeks all these supports for the VALORANT tournament.

Between 11th to 13th September 2020, there was also a BLAST Twitch Invitational tournament of VALORANT at a giant scale.

Also, the tournament organizer vocalized that they work together with twitch aiming at the assurance of a “unique commercial proposition” ensuring integrations between the top brands, efficiently utilizing the Advertising capabilities of Twitch, and getting most out of the sponsorship-related assets that can only be obtained from a large scale tournament.

Additionally, with the involvement of Alienware in the events of the Ignition series, there would be an assurance of the best content presentations throughout the tournament and its events. These would contain all the best plays and actions along with the replays of the sponsorships.

Apart from that, Gillette will be there for presenting the MVP awards based on the performances of the individuals and the top participants throughout the competitions.

BLAST also added other teams for competing in events like G2 Esports, Team Liquid, FunPlus Phoenix, and Ninjas in Pyjamas. These events will be working with the Riot games and there will be an availability of around £45,225.91 as the prize-winning amount.

Nicolas Estrup, the Product and Experience Director of BLAST spoke on the announcement of the event stating that: “VALORANT has enjoyed a record-breaking success since its launch in June and has fast become a fan-favorite – we look forward to showing the community what BLAST can bring to the table with our industry-leading production and popular fan-first approach.”

Mr. Nicolas Estrup also added that: “This tournament will be the final Ignition Series for European teams and will give viewers the platform to watch some of the world’s best VALORANT talent go head-to-head.”

This new updated deal is the golden milestone and an interesting one in the history of the Esports industry. This one also ensures the involvement of the top brands in online events.