**G2 Esports labels Domino’s Pizza as a restaurant partner**

G2 Esports is an organization based out of Berlin that agreed recently for a partnership deal with Domino’s Pizza Deutschland. The recent deal signed is ahead of the World Championship in League of Legends 2020.

Previously, both of them also worked in 2019 for the World Championship of that year; and with the current deal, both of them assure the creation of exclusive and unique experiences. There will also be some enhanced opportunities for the global fans; and with this deal, Domino’s Pizza will become Germany’s G2 Esports’ official restaurant partner with quick services.

Additionally, both Domino’s and G2 esports will come up with an array of exclusive content especially designed for exhibiting how Domino’s will be supporting and bringing together all the Esports fans. A giant fan base might get attracted to a shared love towards gaming as well as Pizza. Moreover, Domino’s also assures the usage of its exclusive technological platform Uberall, and with this, it intends to enable larger hosting experiences with in-home comfort, especially for G2.

With all these, Domino’s will prove out being a helpful partner and will also enable the fans to connect by online streaming, community events, and giveaways, and get the amazing experiences.

The commercial director of G2 Esports, Lindsey Eckhouse vocalized: “We are super excited to add Domino’s to our roster of partners. Domino’s have long been fuelling our League of Legends team with fresh hot pizza as they compete, so we are delighted to take our relationship to the next level and propel our team through back-to-back Worlds runs. Our League of Legends team loves a victory pizza after a game so it’s a perfect fit for us. We look forward to working with our friends of Domino’s to deliver a range of unique content and experiences to the G2 fanbase and the wider esports community.”

With the renewal of the early partnership, the World Championship will wind up with a ‘series of experiential activations’ in the matches of G2 Esports. Also, this will pop out offering the German fans a 15% off on Pizza, and more chances for enjoying pizza meals are on the way.

Domino’s Head of Marketing in Germany, Matthias Maier specified in the release: “We are very pleased to continue our cooperation with G2, with which we can optimally reach our target group in the esports field. Above all, we are happy to accompany the G2 League of Legends team once again on their journey through the Worlds and to provide them with a fresh, hot pizza. Pizza and esports, a simply perfect combination.”

Also, the sources unveil that the Esports activities of Domino’s focuses mainly across Europe. Previously, the company signed a partnership deal with Gfinity, a UK based company of Esports, and LVP, a Spanish organizer. Apart from that, Malaysia’s Domino’s also came up with a promotional activity awarding 10-year pizza supplies to the Esports players of the country, given that they win a gold medal in any of the Southeast Asian Games’ competition.