**Guild Esports announces appointing MediaCom S&E for global partnership strategy managements**

Guild Esports appointed Mediacom S&E agency, an Esports division for surveying their commercial partnerships strategies. Releases state that the agency will help support Guild, an organization co-owned by David Beckham, and it is also mentioned that Mediacom will support Guild in all aspects including development, commercial proposition, and global go-to-market strategies.

Guild launched recently in 2020 and received around $31 million of investments. The company then signed the Rocket League team, a world championship-caliber, and expanded its reach to FIFA. Guild plans for more expanding over the coming year too for the operations of Esports.

Guild Esports covers the gap between sports and Esports with a brand that experiences a worldwide loyalty of several enthusiasts of Esports and a model that is academy-powered. Guild aims to build an excellence based culture across its brand and presence digitally. They also are developing a lifestyle suiting fast-growing Esports market. Esports has a giant market base and it currently values 1.1 billion USD and will reach 1.56 billion USD by 2023, growing at a CAGR of 42% as expected.

Guild welcomes the agency Mediacom S&E that has a rich track record and also several partnerships and expertise on Esports that will help strengthen and enhance Guild’s business that aims to expand. Mediacom recently also expanded its business reach with the partnership with the largest global Esports investors, Tencent.

Executive chairman of Guild, Mr. Carleton Curtis stated that they are excited to work with Mediacom and campaign partnership strategies of Guild. Mediacom’s experience in the technology sector and core channel understandings makes them the perfect choice and best fit in supporting the Guild’s establishment and growth and help them become the leading Esports players.

Guild’s director of a commercial partnership, Michelle Tierney mentioned that Guild is at a crucial moment for enhancing growth rate, and this is the perfect time for welcoming MediaCom S&E to help build a launching momentum, foster partnership and expand Guild’s reach to seek audiences worldwide.

VP of Mediacom S&E globally, Misha Sher also added that they too are delighted with this partnership with Guild in their initial days of the journey. Esports is growing and becoming popular with each passing day and Guild positions for the capitalization. With the experience in operation at media, technology, and cultural intersection, MediaCom knows the requirements well to attract the partners. MediaCom thanks Guild for trusting them and will help Guild build a leading industrial organization.