**ESL announces Mercedes Benz renewing the sponsorship**

ESL UK recently announced extending of the ESL premiership contract with Mercedez-Benz renewing its sponsorship. The sponsorship is to continue till 31st December 2020. With the sponsorship partnership, Mercedez-Benz, the automotive company based out of Germany, stays as the ESL’s official partner of global mobility.

This renewed sponsorship now targets on the scene of Dota 2 esports focusing the ESL premiership. The deal was signed for the first time in 2017 and since then, Mercedez-Benz moves with ESL supporting all the competitions taking place. Mercedez-Benz supported multiple Dota 2 Esports event of ESL like 2018 and 2019’s ESL One Birmingham. Mercedez-Benz also offered the MVP awards to the best player during the partnership time and following all the partnered events.

Britta Seeger, a responsible member of the marketing and sales of Mercedez-Benz and a member of Daimler Board of Management, exhibited the company’s excitement while receiving one more opportunity in the Esports industry. She also added that interacting with the youth during competitive gaming events is yet another amazing opportunity for the company.

She then mentioned that Mercedez-Benz is expanding its involvement more in the Esports industry. Also, with this partnership, they get the opportunity to target new groups and extend their reach. The Esports industry ensures a proper interaction with the youngsters and the ones who are equipped more with technology. She then concluded exhibiting the company’s excitement in being a part of the gaming community that is growing rapidly. Also, they aim at ensuring complete support for ESL in more advancement for Esports, the thrilling sports section.

Ralf Reichert, the CEO of ESL also exhibited the delight and excitement with the extension in the contract. He added that this partnership ensures an extensive and positive impact in the Esports sector. He also mentioned that the partnership is a successful one and it already helped much with accomplishing several things. Mercedez-Benz helps with the global level promotions of the national competitions and also supports ESL’s ‘from zero to hero’ concept and ensure a platform for everyone involved.

Even though the partnership extension is only for a few months, it brings a lot of opportunities for Esports. There will be the best in everything that is to come and the fans too can expect the same. Also, with every tournament, Dota 2 Esports grows even forward along with the Esports industry. And with this, the top and globally recognized automotive companies like BMW and Mercedez-Benz ensure widely spreading success.