**ESL One Cologne 2020 partners with Warsteiner**

ESL announced Warsteiner, the German brewery as the official partner for ESL One Cologne event going to held online in August 2020. They will also host one contest for bands and several musicians. The Music Contest of Warsteiner held in association with Enter Records will witness a judges’ panel to choose and play the songs during the competition from the submitted list.

Stephen Schroeder, Global Brand Partnership EMEA of ESL stated in a release that they are excited to partner with Warsteiner. The partnership is continuing for a long time now and is a successful one, and now ESL introduces an exciting segment along with the Music Contest of Warsteiner. It will add on to the exciting and entertaining experiences for the fans and have add-ons to the spine-chilling competition going on. With ESL One Cologne, they will come up with a new attraction point.

The judging panel of the three companies will choose 5 songs to play during the broadcast of ESL One Cologne, and the best song admired by all will be the winner. The winning song will be the ESL One Cologne soundtrack and will be added by Enter records. 2020’s ESL One Cologne has top 12 Counter-Strike teams rivaling for the prize pool of $500,000. ESL expects 70 million viewers in the competition which will run from August 18th to 30th.

ESL and Warsteiner previously partnered in 2017 for German ESL Meisterschaft, and both have been in touch since then with a three-year agreement for the German events signed in 2018. Warsteiner sponsored a music show event at live ESL One Cologne events in 2019. In 2020, this might be the only online contest, and the beer brand sees that as an opportunity for evolution.

Music and Lifestyle sponsoring the head of Warsteiner, Nadja Gaertner stated that they are excited too that the collaboration with ESL is successful and is continuing further. He concluded with the fact that the contest will have two parameters of gaming and music.