

# Sponsorship information for Minor League Esports

MLE prioritizes community first. We have spent three years building an amazing and loyal community that firmly stands in support of MLE and our sponsors/partners.



**MLE hosted qualifiers for the official Psyonix Rocket League Championship Series in 2017, the flagship professional tournament for Rocket League.**

**Our MLE Championship Series games have been featured on the Twitch homepage since 2017.**

**MLE reached over 300,000 views across our broadcast for our Season 7 Championship (2018).**

## MLE viewers at a glance:

Over half of our viewers are age 18-24; 78% are age 18-32.

Almost 75% of our viewers visit a sponsor's website during or after an MLE broadcast.

More than 3/4ths of our viewers say they've been favorably introduced to a new sponsors because of an MLE broadcast.

20% of our viewers plan to spend over \$300 on tech purchases in the next 12 months; and 2/3 will spend over \$100 in the next 12 months.

## This means over one million minutes watched during last season's two day series alone.

We work with you to create a sponsorship package that fits your business. Typically, this is in the form of product or a direct contribution.

We provide advertising across all our official broadcasts throughout the season (March 14 through May of 2019).

- \* caster product mentions
- \* broadcast video ads
- \* lower third
- \* clip of the day
- \* countdown breakplate
- \* channel page logo
- \* in-stream commercials
- \* chatbot
- \* social assets
- \* talent call-outs
- \* sponsor bug
- \* replay

Previous Sponsors include



website <https://mlesports.gg>  
twitch <https://twitch.tv/mlesportsgg>  
twitter <https://twitter.com/mlesportsgg>

Sponsorship Director  
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