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# The Kraken Rum Becomes First-Ever Official Distilled Spirits Partner of ELEAGUE through Integrated Sponsorship Program

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ATLANTA, Ga. -- ELEAGUE, the premium esports content and live tournament brand created by Turner and IMG, and The Kraken® Black Spiced Rum have teamed up for a unique and comprehensive marketing partnership, with the rum brand now the first Official Distilled Spirits Partner of ELEAGUE. This program spans across all ELEAGUE owned and operated platforms on television, digital and social and introduces the “ELEAGUE KRAKEN Boss Battle,” a custom feature where pro players and fans can compete against one another.

“Growing into one of the preeminent esports brands, ELEAGUE has provided advertising partners – both endemic and non-endemic – with an expanding canvas of innovative marketing opportunities that tap into the passion of our fans,” said Seth Ladetsky, senior vice president of sales for Turner Sports. “That is exactly what we are doing with The Kraken Rum, and we are excited to introduce them into the space and to our highly-engaged fanbase.”

The “ELEAGUE KRAKEN Boss Battle” will bring fans face-to-face with some of their favorite pro players, competing against each other in front of a live audience. ELEAGUE will launch a custom branded website, which will house exclusive recap videos, a leaderboard of the top 5 competitors, and more. All content will be distributed on demand through ELEAGUE.com, ELEAGUE’s social media channels, and on TBS.

In celebration of the new collaboration with ELEAGUE, The Kraken Rum will be the presenting partner for ELEAGUE’s E3 Industry Party, taking place in Los Angeles on June 11, 2018 at 8 p.m. PT. Guests will be able to walk the Kraken black carpet, experience social photo opportunities, premium gifts, and more.

Additional elements of the ELEAGUE partnership include branded content integration across all ELEAGUE programming and content on both linear and digital. This includes a presence within ELEAGUE’s AdTracker, which facilitates uninterrupted game coverage, as well as branded promotion across ELEAGUE’s digital platforms that will be amplified by Launchpad, Turner’s social distribution capability.

The official marketing partnership kicks off amidst ELEAGUE’s Street Fighter V Invitational 2018, which is currently hosting group competition every Friday at 3 p.m. ET until June 22 live on Twitch, with featured matches airing on TBS at 11 p.m. ET/PT. The finals for the competition will air on Friday, July 13 live on Twitch at 6 p.m. ET with featured match-ups presented at 11 p.m. ET/PT on TBS.

To receive updates on the latest news on ELEAGUE, visit ELEAGUE.com, and join the conversation on Facebook ([facebook.com/eleaguetv](https://facebook.com/eleaguetv)) and Twitter (@EL).

## About ELEAGUE

ELEAGUE is the premium esports tournament brand formed in partnership between Turner and IMG that officially launched in 2016. A leader in the delivery of live event experiences, ELEAGUE content is widely distributed across leading digital platform Twitch, along with showcase programming airing on

Turner's TBS, a fully-distributed cable television network. In its first year, ELEAGUE produced two seasons featuring Counter-Strike: Global Offensive, along with the first-ever Overwatch® Open. As recognition of its industry-wide impact, ELEAGUE was awarded its first-ever CS:GO Major, originating from Atlanta in January 2017. The ELEAGUE Major Grand Final drove ELEAGUE's Twitch channel to a record peak of more than one million concurrent streams, in addition to a reach of 3.6 million total viewers on TBS throughout the tournament. ELEAGUE received a Sports Emmy® nomination for Outstanding Studio Design and Art Direction in March 2017.

#### **About The Kraken®**

AS IT IS TOLD, The Kraken Black Spiced Rum is an imported rum from the Caribbean blended with secret spices. Named for the sea beast of myth and legend, The Kraken Black Spiced Rum is bold, rich, black and smooth. AS THEY SAY, "To not respect the power of the Kraken is to not respect the sea." So drink with respect.

#### **About IMG**

IMG is a global leader in sports, fashion, events and media, operating in more than 30 countries. The company manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in sports training and league development, as well as marketing, media and licensing for brands, sports organizations and collegiate institutions. IMG is part of the Endeavor (formerly WME | IMG) network.

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