ESPORTS & ENTERTAINMENT PRODUCTIONS
Named to Fast Company’s World’s Most Innovative Companies list for 2019, Allied Esports (alliedesports.gg) is a premier esports entertainment company with a global network of dedicated esports properties and content production facilities. Its mission is to connect players, streamers and fans via integrated arenas and mobile esports trucks around the world that serve as both gaming battlegrounds and every day content generation hubs.

Through direct operation and affiliate relationships, Allied Esports’ locations include properties in the top esports markets across the globe: North America’s HyperX Esports Arena Las Vegas, HyperX Esports Truck, Esports Arena Orange County; Europe’s HyperX Esports Truck and HyperX Studio in Hamburg, Germany; China’s 700+ Wanyoo Esports Centers; and Australia’s Fortress Melbourne.
Allied Esports is the world’s premier operator and aggregator of dedicated esports properties.
HyperX Esports Arena Las Vegas, located at Luxor Hotel & Casino, is the first dedicated esports arena on the Strip and the flagship venue of Allied Esports’ global property network spanning North America, Europe and China. The state-of-the-art arena, is not only a world-class championship destination and content production facility for tournaments and high-stakes matchups but an impactful and exciting environment that checks all the boxes for meetings and specialty events.

FEATURES

• 30,000 Square-Foot 2-Level Arena
• 1,400 Square-Foot Stage
• Buyout Capacity: 1,000
• Full Service Catering Available
• 2 Full Service Bars
• 3 Private VIP Lounges
• Telescopic Stadium Seating
• Broadcast Center & Production Studio
• LED Video Wall spanning 50ft
• Easily Accessible from the Strip

First introduced at CES in January 2018, the HyperX Esports Truck is an 80 ft. long 35-ton semi-tractor-trailer that opens hydraulically into a full-fledged competition stage and broadcast truck. This state-of-the-art mobile arena, equipped with a live streaming production booth, VIP lounge and more, is currently touring North America and bringing gaming to events across the country.

FEATURES

• Main Floor
• Production Control Room
• Rooftop LED Screen
• Game Day Analyst Desk and Stage
• Caster Room
• Social Media Production Room
• VIP Rooftop Lounge
TOURNAMENT & PRODUCTION SERVICES

CUSTOM TOURNAMENT CREATION & MANAGEMENT

• Talent Management (Casters, Hosts, Players, Etc.)
• Creative Design and IP Compliance
• Dedicated website with tournament information
• Pre & Post Production Video Content Creation

• Marketing & Social Media Support
• 3rd Party Donation Platform & Sponsorship integration
• White Label Execution available upon request
• Project Management and Oversight

ALLIED ESPORTS PRODUCTIONS DURING COVID-19

LAFC FIFA CHARITY CHALLENGE
A 10-game FIFA20 series streamed live on Twitch to support Los Angeles-based charities in their fight against COVID-19

NFLA & ESTV ESPORTS CELEBRITY CHALLENGE
Presented by NFL Alumni and ESTV to raise money for COVID-19 Relief
ALLIED ESPORTS ORIGINALS

NINJA VEGAS ’18

NINJA Vegas ’18 was a watershed moment in the world of professional esports. It was a high-production hybrid of world-class competitive gameplay enhanced by a variety show format that was wholly Las Vegas; resulting in the most-watched entertainment/esports crossover event featuring fans from all over the country and a single esports personality: Tyler “Ninja” Blevins.

STATISTICS
7 HRS, 34 MIN
Air Time
3,345,917 Total Viewers
417,486 Average Concurrent Viewers

ALLIED ESPORTS VEGAS MINOR | RAINBOW SIX: SIEGE

Allied Esports hosted the first Tom Clancy’s Rainbow Six Siege Minor event of 2019 – one of only four Rainbow Six minor events globally this year – at its flagship property, HyperX Esports Arena Las Vegas. The three-day event featured a total of 16 Teams battling for a $75,000 prize pool.

STATISTICS
11,000 Total Average Viewers
17,000 Peak Viewers
500,000 Total Views

PLAYTIME WITH KITTYPLAYS

Popular streamer and competitive gamer Kristin “KittyPlays” Michaela hosted her second episode of PlayTime with KittyPlays. The first-of-its-kind esports variety show featuring fun, in-depth conversation and gameplay with notable influencers across professional gaming, sports and entertainment.

STATISTICS
300,000+ Total Unique Views
12,000 Peak CCV
500,000+ Social Media Impressions
NOTABLE CLIENT PRODUCTIONS

WORLD POKER TOUR CHAMPIONS CUP FINALS

CAPCOM CUP (2018, 2019)

LOL ALL STAR (2018, 2019)

2019 BIG3 SEASON 3 DRAFT

SUPERSMASH 2019

VEGAS GOLDEN KNIGHTS AT HYPERX ESPORTS ARENA
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