



## **VERSION1 TAPS EFUSE AS STRATEGIC BRANDING AND COMPETITION PARTNER IN NEW MULTI-YEAR AGREEMENT**

*eFuse is Version1 Rocket League's first-ever in-game decal partner*

*The partnership formalizes eFuse as an official competitive platform for Version1 events*

**Eagan, Minn. – January 24, 2022** – Today [Version1](#), a professional esports organization headquartered in Minnesota, announced a multifaceted partnership with [eFuse](#) to support its Rocket League Championship Series (RLCS) team, Rocket League properties and content creators. eFuse, the top global platform for gamers to meet, compete, and be discovered, is designated as Version1's Official Competitive Discoverability Platform.

The partnership establishes eFuse as the first sponsor with brand integration on a Version1 in-game vehicle and extends eFuse's promotional rights to Version1 Rocket League content and live streams. It also formalizes eFuse as an official competitive platform and production partner of Version1 tournaments and competitions.

### **eFuse branding on Version1 cars in-game**

Today Rocket League publisher Psyonix announced partnered teams will soon have a new kit in the in-game store. Starting tomorrow, Version1 Rocket League fans can purchase the white Version1 "Away Kit" featuring an eFuse decal to customize their in-game vehicle. The black Version1 "Home Kit" is also available to purchase in the in-game store.

Version1 Home and Away Kits are playable 'skins', or cosmetic add-ons that customize the look of game characters or vehicles. The official Version1 in-game Kits are featured on the cars Version1 athletes drive during competition in the RLCS esports league.

"Rocket League has a highly engaged, global fanbase and the adoption of partner branding is an incredible opportunity for Version1 to offer value to our strategic partner eFuse," says Brett Diamond, chief operating officer at Version1.

The Version1 Rocket League team will showcase its Away Kit for the first time on stream throughout this weekend's second North America Regional event of the 2021-2022 RLCS Winter Split qualifier. The Version1 Home and the Away Kit will be featured throughout RLCS competition for the remainder of the 2021-2022 season.

In 2021, Psyonix announced partnered organizations, including Version1 and other RLCS teams, can feature sponsor branding in-game. The January 25, 2022, release is the first time sponsored skins will be available for purchase and use in-game.

“The ability to include a brand partner in game is a critical point of growth for the esports industry and the opportunities we can offer to brands,” says Diamond. “We’re proud to take this step with eFuse, an organization we’ve worked closely with in the past and we know shares our values of building a more inclusive gaming and esports industry. We’re also thrilled to formalize our commitment to producing future tournaments and events with eFuse.”

eFuse is an online destination for gamers looking to be discovered. To support that mission, eFuse hosts a complimentary ecosystem that helps gamers showcase their in-game accomplishments, connect with industry decision-makers, and compete in high-production tournaments and leagues. Specifically, eFuse’s eRena platform empowers gamers to build public profiles, qualify for a spot on Pipeline, gaming’s first objective ranking system, be discovered by college recruiters or professional scouts, and participate in eRena events, hosted by eFuse’s dedicated production and broadcast team.

eFuse also operates two collegiate competitive leagues, the College Carball Association (CCA) in Rocket League and the Collegiate CoD League (CCL) in Call of Duty to provide ongoing access to the developmental environment around collegiate esports. Marketing within professional Rocket League reflects a strategic investment to reach eager gaming and esports fans. eFuse selected Version1 as its partner to extend the fruitful partnership already established between the two organizations.

“Our partnership with Version1 reflects mutual respect and appreciation for each other’s deep expertise in competitive gaming,” said Patrick Klein, chief strategy officer at eFuse. “After seasons of working together, we knew appealing to Version1’s incredible community would be a valuable investment in expanding our reach, while also formalizing our production commitment to the team’s growing calendar of events. We’re really excited to root for Version1’s Rocket League team and bring high-quality events to their loyal fans.”

In addition to in-game exposure, eFuse branding will be prominently displayed on stream during Version1 Rocket League matches, its Rocket League creator and player streams, and content such as Rocket League highlight videos, promotions, and digital advertisements.

### **Version1 officially taps eFuse as the production partner**

Version1 and its Call of Duty League team and brand Minnesota Røkkkr have routinely tapped eFuse to produce tournaments that attract top competitors. This partnership formalizes tournament production rights between the organizations and ensures eFuse will continue to elevate Version1’s innovative event experience.

eFuse-produced Røkkkr and Version1 events attract top players in various titles. The events also level up traditional offerings to underserved communities, such as women gamers and collegiate players. In January 2022, eFuse produced Neon Nites, a Call of Duty: Warzone tournament from Version1’s women-only competitive platform, [VISIONARIES](#). The tournament featured the highest prize pool for a women’s Warzone tournament to date at \$55,000. eFuse also produced RØKKR Rally this month. The Call of Duty: Vanguard tournament in partnership with [Cxmmunity](#) featured Røkkkr’s professional Call of Duty League and Warzone players as captains playing alongside teams of HBCU Esports League students.

### **About Version1**

[Version1](#) is a multi-property esports organization headquartered in Eagan, Minnesota. We are proudly owned by Minnesota Vikings owners, the Wilf family, and entrepreneur and investor Gary Vaynerchuk. Our professional teams include Minnesota RøkkR in the Call of Duty League, Version1 in Rocket League, and Version1 and VersionX in VALORANT. As we grow, we're adding new entertainment avenues, including streamers and content creators.

In 2021, Version1 founded V1SIONARIES, a platform providing women a safe place to compete, game, network, and socialize. In partnership with USAA Insurance, it created RøkkR Regiment to connect with military members who share a passion for Call of Duty and provide access to exclusive opportunities and experiences.

Learn more about our organization by following us as @version1gg and @ROKKR or @rokkR\_mn on all social media channels.

### **About eFuse**

[eFuse](#) is a software company focused on building tools that empower the next generation of gamers & gaming entertainers. eFuse's robust platform solves esports' talent discovery challenges by providing a pipeline for top talent to compete, connect with other competitors, and access opportunities for growth through tournaments, leagues, recruitment tools, & more.

Over 700,000 users actively participate on eFuse by showcasing their recent performances, competing in large prize pool, high-production tournaments. eFuse is powered by a proprietary technology stack dedicated to identifying, spotlighting, and connecting rising stars. eFuse has launched dozens of competitions with its purpose-built eRena competition platform, published the industry's most objective ranking of top college-eligible players via its new 'Pipeline' product, and has built a community #ForTheGamers!

eFuse hosts 55 employees from its Columbus, Ohio headquarters, has secured \$7.4M in total funding from Ohio Innovation Fund, Odell Beckham, Jr (Los Angeles Rams), Ezekiel Elliott (Dallas Cowboys), among others and was founded in 2018 by Austin May and Forbes' 30 under 30 alum, Matthew Benson.

Learn more about eFuse by following us as @eFuse or by visiting our platform at <https://efuse.gg>.

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