

ICE London will see Clarion confirm details of £100,000 Autumn esports tournament

Clarion Gaming will be using the international platform provided by ICE London to launch details of its £100,000 prize pool stand-alone esports tournaments scheduled for September 2022 in Stockholm. The in-person Dota 2 tournaments have been tailored towards the betting community from the ground-up.

William Harding, Head of Esports at Clarion Gaming explained: "With Dota 2's 7 million+ monthly active player base and the growth of esports betting continuing at a breakneck pace, these tournaments will enable sponsors to engage with a passionate and difficult to reach fan base. The tournaments will have betting focused broadcasts which will be live-streamed in four different languages, giving operators and payment providers the unique opportunity of choosing which streams to sponsor in order to maximise their intended reach."

Teams and casters will be handpicked to best suit the target player base of partners. The first weekend clash will kick-off on September 3rd, as four leading teams from around the world battle it out for the £100,000 prize pool in a double elimination tournament produced by Black Molly Entertainment, one of Europe's most successful esports production companies.

Harding added: "To support the launch of the tournaments and to provide a wider level of services to our clients, we are delighted to announce that we have partnered with IMG. There is a large appetite for brands outside of the betting space to sponsor the tournaments and IMG is the perfect partner to extend the Dota 2 Global All-Stars tournament covering opportunities such as brand licensing deals, media distribution, esports consultancy, brand partnerships and live

event production. IMG already handle these integrated services for some of the most attractive betting esports tournaments in the space.”

Visitors wanting to meet the Clarion Gaming esports team and IMG representatives in order to explore opportunities at the Dota 2 Global All-Stars tournament, should contact to book a meeting.

ICE London (12-14 April 2022, ExCeL London) is the biggest b2b gambling industry event in the world and features games creators, distributors, operators, retailers, trade associations, strategic bodies and regulators. To register visit: [www.icelondon.uk.com](<https://www.icelondon.uk.com>).

The co-located iGB Affiliate London event (13 – 14 April) connects affiliates to a 360-degree experience of igaming via networking and business lead-generation opportunities, content and learning. To register visit:

For more information on the ICE VOX Conference (11 – 13 April), incorporating the World Regulatory Briefing and the International Casino Conference visit: