

FACEIT reveals HyperX as first sponsor of collegiate leagues

By **Jonno Nicholson** - March 5, 2021

Esports platform and tournament organiser **FACEIT** has unveiled gaming peripherals company **HyperX** as the first sponsor of its CS:GO, League of Legends, and VALORANT collegiate leagues.

The deal will see both parties collaborate to provide collegiate esports clubs with funding and prizes across the three leagues.



Credit: FACEIT

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Alongside providing funding, HyperX and FACEIT will host and produce the **HyperX Collegiate All Stars** tournament to showcase collegiate talent across all three leagues.

Duran Parsi, Director of Collegiate Esports at FACEIT, commented on the partnership in a release: “We are excited to announce our first partner as HyperX, a true global leader in gaming products who share our vision for the development of collegiate esports, and recognises the immense value of the student audience.

“We have some fantastic activations planned such as HyperX Collegiate All Stars which will add a lot of value to our community, and we look forward to working together on the upcoming leagues.”



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The tournament organiser and HyperX are no strangers when it comes to joining forces. The peripherals company was named a sponsor of the FACEIT Global Summit: PUBG Classic tournament, whilst also being a partner for the FACEIT London Major.

Christopher Pankhurst, Influencer Marketing Specialist at HyperX EMEA, also spoke on the deal: “We’re thrilled to be partnering with FACEIT on this fantastic opportunity. The shared goal between our brands allows projects like this to develop and support our community by inspiring all the gamers to achieve their best.

“We’re very proud to be sponsoring their teams and leagues, and we’re going to see a high level of competition in the events that will unfold in the coming months. HyperX and FACEIT will be there to bolster the collegiate players and their enthusiastic audience”.

Esports Insider says: Given their track record of collaborating, it’s no surprise to see HyperX and FACEIT join forces once again. With collegiate esports continuing to grow, it’s great to see two big names getting involved to help cultivate and support upcoming talent.

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