

Topgolf and TCL Partner to Build Inclusive Esports Venues for all Gamers

Fastest-growing sports entertainment company, Topgolf, partners with TCL, America's fastest-growing TV brand on national esports initiatives

DALLAS, Dec. 10, 2018 /[PRNewswire](#)/ -- Global sports entertainment leader [Topgolf](#)® and [TCL](#)®, the fastest-growing television brand in North America, have announced a national partnership that will generate exciting esports entertainment at Topgolf, designed for gamers from all walks of life. The first TCL esports Lounge will open at Topgolf Las Vegas in early January, aligning with the 2019 Consumer Electronics Show Jan. 8-11.

Through the partnership with TCL, Topgolf will add esports lounges to six Topgolf venues creating an inclusive guest experience and offering daily esports play, along with the traditional sports viewing areas featuring best-in-quality TCL 4K UHD 6-Series TVs, optimized for individual and group esports gaming and entertainment. Guests can play esports games and participate in special events, coaching sessions, viewing parties and meet pro gamers.

In addition, Topgolf is designing turn-key solutions for esports events to be hosted at all Topgolf venues. Topgolf is bringing their famous special formula of hospitality, food, beverage and entertainment production to esports. Topgolf provides a network of venues which can host esports events and make it simple for publishers, teams, brands and leagues to create meaningful experiences at Topgolf.

Topgolf is also partnering with national esports leagues to host events, qualifiers, local and weekly leagues, which will attract gamers, influencers and celebrities to compete in tournaments at Topgolf venues. TCL and Topgolf expect the partnership to reach more than 63 million guests annually over the multi-year partnership.

"Topgolf at our core is about bringing people from all walks of life together through play, competition, music and food to share in meaningful moments," said [Topgolf Media President YuChiang Cheng](#). "In partnership with TCL, we have reached out to a diverse group of gamers of all different backgrounds to give us input to make a welcoming space. Creating an inclusive esports destination, driven by TCL's polished viewing and gaming presentation, will help further a diverse group of people to enjoy esports and feel welcomed."

Topgolf venues in Austin, Texas; Charlotte, N.C.; Houston-Katy, Texas; Minneapolis, Minn.; and Scottsdale, Ariz., will open TCL esports lounges throughout the first quarter of 2019, aligning with major events in local markets such as the NBA All Star Game and Topgolf's WGT/ PGA Tour Golf Events.

"Topgolf is a destination unlike any other and as America's fastest-growing TV brand, TCL is excited to be teaming with one of the fastest-growing sports and entertainment brands in the world to create a new experience for the esports community and Topgolf guests," said TCL North America Senior Vice President Chris Larson. "TCL's award-winning TVs have been praised for delivering premium picture quality and powerful performance, especially by the gaming community, which makes TCL products a worthy addition to homes and Topgolf venues across the country. As such, we're confident that this partnership will be long-lasting and successful for both brands and our customers."

Throughout January 2019, Topgolf will host a TCL National Sweepstakes in all venues nationwide, offering Topgolf guests a chance to win a grand prize trip to Hollywood, CA to attend a movie premiere for a "Red Carpet Experience" at the TCL Chinese Theatre, along with a 65-inch TCL Roku TV.

"We believe that esports is ready to reach a much wider scale and serve many untapped segments," said Kevin Chou, Chairman of Gen.G, which just announced an all-female Fortnite team. "Gaming is for everyone."

"I am very inspired by Topgolf's commitment to inclusion and excited that the industry is embracing minority gamers," said SuperLeague Community Manager and esports enthusiast Michelle D'Antonio. "I feel honored to

partner with Topgolf to help drive the gaming world forward."

For more details on Topgolf's new TCL esports lounges, please visit topgolfmedia.com.

About TCL

Already one of the world's best-selling consumer electronics brands, TCL is now the fastest-growing TV brand in North America. TCL (The Creative Life) was founded more than 35 years ago and prides itself on delivering high quality products featuring stylish design and the latest technology. With extensive manufacturing expertise, a vertically integrated supply chain, and state-of-the-art panel factory, TCL offers innovative televisions, including the award-winning TCL® Roku TV™. For additional product information please visit www.tclusa.com.

About Topgolf

Topgolf is a global sports entertainment community creating great times for all. With a worldwide fan base of nearly 100 million, Topgolf prides itself on its special blend of technology, entertainment, food and beverage and the inherent good that can be accomplished when a community of all walks of life comes together.


The first brand expression of this togetherness is a Topgolf venue. These multi-level complexes feature high-tech golf balls and gaming, climate-controlled hitting bays, renowned menu, hand-crafted cocktails, events, music and more. The nearly 51 U.S. venues along with four international venues entertain more than 17 million Guests annually.

Beyond the venues, Topgolf fits seamlessly into the lives of our engaged community with emerging brands such as Topgolf Swing Suite, a luxury simulator experience; Toptracer, real-time tracking as seen on TV; Toptracer Range, bringing the tracing technology to driving ranges around the world; and WGT, the world's largest digital golf audience. As a growing lifestyle brand, Topgolf is discovering new ways to engage and delight our Guests through original content series, pop up social experiences like Topgolf Crush, and even through building music venues like The Cowan in Nashville.

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