

Geneva, 7<sup>th</sup> February 2020

**Press Release**

**The FBA Enters Esports With Fnatic Partnership**

The Football Business Academy and [Fnatic](#) have entered into an agreement that will see the Swiss educational institution and the London-based esports entertainment brand collaborate.

*“Fnatic is excited to work with The FBA as the worlds of esports and sport become more interconnected every day. We are looking forward to welcoming FBA Candidates to the Fnatic family, giving them opportunities to bring their learnings to life in the world of esports as well as make a meaningful contribution to Fnatic’s ongoing growth.*

- Brad Richards, People & Culture Director, Fnatic

*We are very thrilled to welcome Fnatic into The FBA Family. With esports continuing its impressive development across the world it was the right time to establish our first partnership with an esports organisation, and it happened to be one of the best. With more and more of football’s stakeholders getting into esports, it is our duty to build bridges and ensure our Candidates understand the challenges and opportunities this thriving community presents. We are looking forward to working closely together with Fnatic and generate a positive impact on the development of the company and our Candidates’ careers.*

- Kristian Dobrev, Chief Partnerships Officer, The FBA

Fnatic, a leading esports entertainment organisation, dedicated to seeking out, amplifying and levelling up every gamer on the planet, is a brand synonymous with gamer lifestyle globally. From fielding teams in multiple titles, to developing lines of apparel and peripherals, delivering world-class entertainment and partnering with some of the biggest brands, it is at the forefront of the industry.

This partnership will give FBA Candidates the opportunity to grow and learn from Fnatic with real-life experiences and is kicking off through a Student Business Project looking at merchandising and content opportunities for Fnatic in new markets. The partnership will look to expand in the future with internship posts, and Fnatic executives providing guest lectures as part of The FBA’s Professional Master in Football Business programme.

Esports and football industry are increasingly linked as clubs and leagues enter the market, attracting new audiences and revenue streams. This partnership will further those links and aims to give FBA Candidates the tools and understanding to succeed within the esports industry.

**ABOUT FNATIC**

FNATIC is a global esports entertainment brand headquartered in London (UK) focused on seeking out, levelling up and amplifying esports talent and creators. Established in 2004, Fnatic reigns as the most successful team of the last decade. Globally situated with coverage across all major esports games, Fnatic

collaborates with leading brands, develops aspirational products, and drives entertainment to more than 15m fans on social, YouTube, and Twitch.

Follow Fnatic on [Twitter](#), [Facebook](#), [YouTube](#) and [Instagram](#).

## **ABOUT THE FBA**

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to professionalize the management of the football industry and facilitate the insertion of qualified professionals and future leaders in the game. Its flagship program, a Professional Master in Football Business, was co-developed with international football industry experts from around the world around one foremost objective: to provide Candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Brighton & Hove Albion, Galatasaray, Benfica, Olocip, Entourage Sports & Entertainment and Common Goal.

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