



## TOKYO TIME PARTNERS WITH MISFITS GAMING GROUP

**BOCA RATON, FL, January 29, 2021** – Misfits Gaming Group has signed a multi-year deal with British premium headwear brand, Tokyo Time, as the official headwear provider of Misfits Gaming. Tokyo Time will produce officially licensed Misfits Gaming headwear, as well as collaborating on co-branded items.

The partnership was brokered by leading global sports marketing agency Van Hawke Sports.

Tokyo Time creates Japanese-inspired headwear that combines comfort with quality. Since launching digitally in 2018, they've continued to expand their reach through traditional sports partnerships including the British Basketball League, 24h Le Mans and Prema. This new partnership with Misfits Gaming will be their first collaboration within the esports industry.

"We're excited to partner with an exciting new brand to create new products for our fans and players" said Vas Roberts, VP, Partnerships at Misfits Gaming Group. "Tokyo Time have partnered with exciting traditional sports leagues and we're proud to be their first partner in esports."

"Tokyo Time is absolutely thrilled to partner up with exciting Esports team Misfits Gaming," said Paul Davison, CEO of Tokyo Time. "We are looking forward to producing some exciting collaborations that will excite fans over the next few years."

The Tokyo Time x Misfits Gaming collection is now live via [shop.misfitsgaming.gg](https://shop.misfitsgaming.gg) and the [Tokyo Time shop](#)

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For further information, please contact:

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### **About Misfits Gaming Group (MGG)**

Misfits Gaming Group (MGG) is a global esports and entertainment company. We compete in some of the most successful video game titles worldwide and are permanent partners in three franchised esports leagues: Riot Games' League of Legends European Championship (Misfits Gaming), Activision-Blizzard's Overwatch League (Florida Mayhem), and Activision-Blizzard's Call of Duty League (Florida Mutineers). Additionally, MGG has launched the \$10M incubator and seed fund MSF/IO which is positioned to



invest into the next generation of esports and gaming entrepreneurs. MGG utilizes world-class management and a deep understanding of the esports ecosystem to capitalize on the rampant global enthusiasm for esports and establish fruitful partnerships with international brands and organizations.

### **About Tokyo Time**

Tokyo Time is a global Headwear Brand, based in the UK but born out of the districts of Tokyo. We have built and grown partnerships across various Sports and Lifestyle teams including Bristol City FC, Bristol Bears Rugby, Capcom, Le Mans 24 Hour race, Prema Motor Racing, British Basketball League, ISA World Scooter Championship with many more to be announced very soon. We work closely with partners to create exciting headwear for all the fans and supporters alike. Our aim is to create a sustainable business that is disruptive and to grow successfully with our chosen partners.

### **About Van Hawke Sports**

Van Hawke Sports is a leading sports marketing agency which provides specialist services in sports sponsorships for brands. We operate an extensive global sports network which includes some of the world's most prestigious organisations and talent, to deliver a service renowned for procuring the best sponsorship deals for brands.

Openly collaborative, Van Hawke Sports proudly offers a complimentary advisory service for brands. Our experienced team utilises proven industry knowledge and expertise to match brands with sports sponsorship opportunities based on their objectives.

We empower brands and work with rights holders to provide uncompromising sports partnership and brokerage services for our clients.