

## PreZero becomes official partner of TSG eSPORTS

TSG Hoffenheim and PreZero have expanded their sustainability partnership to include the eSPORTS division.

**Hoffenheim/Neckarsulm, 10/14/2021.** The environmental services provider PreZero has been TSG Hoffenheim's sustainability partner and the namesake of the PreZero Arena in Sinsheim since January 2019. Now, PreZero will also become the official sustainability partner of TSG's eSPORTS department. The partnership will initially run for one year until September 30, 2022. With this cooperation, PreZero and TSG Hoffenheim are continuing their shared vision of creating a world without wasting resources.

PreZero is already providing intensive support to TSG in the area of resource-saving waste management. The aim of the cooperation, which has now been expanded, is to focus even more on the topic of sustainability in sports. In line with this, PreZero and TSG will organize a joint sustainability campaign during the upcoming Virtual Bundesliga (VBL) season. To further achieve this goal, TSG's eSPORTS events will also be designed to be climate-neutral in the future. As part of the new partnership, PreZero will receive prominent branding on the Hoffenheim eSPORTS jerseys. Furthermore, the new format "Road to TSG eChampion" will present TSG fan duels from PreZero in the future.

TSG Hoffenheim formed its first eSPORTS team around a year ago. In its debut season in the VBL Club Championship (CC), it achieved a sensational result among 26 teams, narrowly missing out on the semi-finals of the final round. The first doubleheader for TSG in the 4th edition of the VBL CC starts on November 10.

You can find more information about PreZero in our [Press Portal](#) and more information about TSG Hoffenheim [here](#).

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**Image caption:** PreZero is now the official sustainability partner of TSG eSPORTS.