

LEXUS NAMED PRESENTING PARTNER OF ULTIMATE MADDEN BOWL

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PLANO, Texas (Jan. 29, 2024) – The Madden NFL 24 Championship Series (MCS) today announced Lexus as the presenting partner of the Ultimate Madden Bowl, the crowning moment of the MCS competitive season. The Ultimate Madden Bowl Presented by Lexus kicks off January 30 at EA’s Redwood City headquarters, where 14 of the top Madden NFL players will look to punch their ticket to the Finals in Las Vegas on February 9. The final two competitors will then face off in front of a live crowd at the House of Blues as part of EA SPORTS™ Presents The Madden Bowl.

In addition to becoming the presenting sponsor of the biggest Madden NFL esports competition of the year, Lexus will receive virtual naming rights to their own Lexus Stadium inside of Madden NFL 24’s Ultimate Team™ mode. The virtual stadium will see Lexus become part of the immersive experience of MUT, which millions of players and fans enjoy. The multifaceted partnership will also see the newly-released 2024 Lexus GX onsite at the Ultimate Madden Bowl finale in Las Vegas.

“As we approach the peak of our MCS 24 season, we’re thrilled to welcome Lexus as the presenting partner of the Ultimate Madden Bowl,” said Andrew Echanique, Madden NFL Esports Commissioner, Electronic Arts. “Lexus shares our commitment to excellence, and we look forward to working together to deliver a truly unforgettable experience for our fans.”

Lexus’s partnership with MCS rides a growing wave of automotive companies deepening their investment in esports as an avenue to connect with young gamers – many of whom may be looking to purchase their first cars. Lexus first entered into the space in 2019 in an effort to meet young drivers where they already are.

“Innovation and performance are the core of Lexus’s culture. The MCS captures both of these values in the virtual arena for the next generation of athletes,” said Greg Kitzens, general manager of Lexus Marketing. “As all of America gears up for a celebration of football fandom, we’re excited to cheer on the world’s best Madden NFL players as they take the field at Lexus Stadium.”

After competition among thousands of players this season, 14 finalists will travel to the Bay Area to compete at EA’s purpose-built esports broadcast center from January 30 – February 1. During the crowning event at EA SPORTS Presents The Madden Bowl in Vegas, the final two competitors will vie for their share of the collective \$1 million USD prize pool and look to take home the first-ever Championship ring designed by Jostens, leading championship ring provider in professional sports, including 37 of 57 Super Bowl Rings. The Ultimate Madden Bowl concludes an impressive season for the MCS, which nearly doubled registration from MCS 23.

As part of the Ultimate Madden Bowl festivities, EA will also crown the first-ever Positive Player Award for MCS. The Award looks to champion the positive players within the MCS 24 community. Finalists include Greg “SL1M GHOST” Allen, Jonathan “JonBeast” Marquez, Dillan “PHICAM” Foust, and Gary “VADimes540” Hash II.

Fans at home can tune into the action on the official Madden NFL 24 [Twitch](#) and [YouTube](#) channels at 6:30 PM ET on January 30 – February 1 and 9:30 PM ET on February 9. For more information on the MCS, visit the official website and follow @EAMaddenNFL_MCS on [X](#) (formerly Twitter) and [Instagram](#).