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**World Chess Plc**

("World Chess" or the "Company")

**World Chess and FIDE Unlock Elite Chess Sponsorship for Small Businesses, Expanding Growth Opportunities**

In a strategic move to democratise elite chess sponsorship, World Chess and the International Chess Federation (FIDE) have introduced a unique opportunity for small businesses to sponsor the Swiss Queens Wednesdays - the most important online chess series for female players. Traditionally available only to large brands, this initiative now allows smaller companies to exclusively sponsor an international chess event.

**Swiss Queens Wednesdays Sponsorship**

Swiss Queens Wednesdays is a weekly tournament series that spotlights the talents of top female chess players. Each tournament features some of the strongest female chess players in the world and reaches an engaged, global audience. This sponsorship provides small businesses with an exclusive gateway to connect with a dedicated and influential community.

**Why Chess? A High-Value, Global Market**

**Expansive Reach:** With over 600 million players worldwide, chess is a global phenomenon, engaging passionate fans across Europe, Asia, and the Americas. In recent years, online chess platforms have exploded, with over 150 million users in 2022. Chess appeals to all age groups, with particularly high engagement among young adults-a highly desirable demographic for many brands.

**Affluent Audience:** Chess attracts an affluent and educated demographic, with 78% of U.S. players holding university degrees and a significant proportion earning above 120,000. Chess players are five times more likely to engage with respected media like *The New York Times* and *The Economist*, demonstrating a discerning consumer base ideal for premium brands, according to the 2014 study by YouGov.

**Significant Market Potential** The global chess market, valued at 2.5 billion in 2023, is projected to reach 3.8 billion by 2032. With rising interest fuelled by shows like *The Queen's Gambit*, brands entering chess now can capitalise on its cultural resurgence, establishing a foothold in a growing market.

**Key Sponsorship Benefits and Reach**

- **Exclusive Visibility:** As the sole sponsor, businesses gain unmatched brand presence on event materials, certificates, and live broadcasts.
- **High-Impact Exposure:** With 2.5 million followers and an 11-million-contact reach across World Chess and FIDE platforms, sponsors can connect with an engaged audience in a global space.
- **Support for Diversity:** Partnering with Swiss Queens Wednesdays aligns brands with a mission to promote gender diversity, a progressive value that resonates with modern consumers.

**A Transformative Sponsorship Moment in Chess**

This initiative provides small businesses with a first-mover advantage in the elite chess sponsorship landscape, opening up access to a market that values intelligence, culture, and strategic thinking. More information on the Swiss Queens Wednesdays sponsorship is available at: <https://www.worldchess.com/store/p/swiss-queens-wednsdays-sponsorship>

For more information, visit: [www.worldchess.com](https://www.worldchess.com) or contact:

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**About World Chess PLC**

World Chess PLC is a London-based leader in chess gaming and entertainment and serves as the official commercial partner of Fédération Internationale des Échecs (FIDE). The company operates chessarena.com, the only platform to offer FIDE-recognized online ratings, and is known for hosting high-profile chess tournaments, including World Chess Championship matches. Through innovative partnerships and projects, World Chess seeks to expand the appeal of chess to both traditional players and modern audiences.

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