

## Fortnite Streamer Ewok Pens Sponsorship Deal with HyperX

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Fortnite streamer Soleil “Ew0k” Wheeler signed on as a brand ambassador for HyperX on April 29, a sponsorship deal that will see the female gamer exclusively use the manufacturer’s products while streaming.

The pact between 14 year old Wheeler – a prominent influencer recognized by Forbes 30 under 30, Teen Vogue’s 21 Under 21 and the recipient of the Golden Joystick Award for Best New Streamer in 2019 – and HyperX was brokered by her agency, A3 Artists Agency.

“As a young female gamer, I feel it’s important to show others that there are no limits to what you can accomplish,” Wheeler said in a statement. “Hopefully, my efforts will serve as an inspiration for others.”

Wheeler joins a lineup of HyperX brand ambassadors that include singer Post Malone, football player JuJu Smith-Schuster, basketball players Joel Embiid and Gordon Hayward, ice hockey player Filip Forsberg and international soccer players Raphaël Varane, Dele Alli and Marco Reus.

“Ever since Soleil began working with A3, it has been our common goal to diversify and elevate female gamers in a traditionally male-dominated space,” Amber Howard, Ewok’s esports agent at A3 Artists, added. “With that, came the idea of partnering with brands such as HyperX, who we feel shares these values of promoting women in esports. They have supported Soleil since the launch of her career and continue to recognize and embrace female talent.”

In late 2019, [Wheeler entered into an exclusive streaming arrangement with Mixer](#), joining the likes of Ninja, Courage and Shroud. Ewok’s move to Mixer is part of a growing trend of streamers signing exclusivity deals with platforms, in what is becoming an increasingly competitive race to snag streaming’s top talent. [Ewok’s channel on Mixer](#) has over 150,000 followers and more than one million total views.

Along with exclusively using HyperX products, in her new role as brand ambassador, Ewok will also become one of the HyperX Heroes, receiving a hero illustration inspired by her personal gaming persona.

Graphic: Business Wire

“HyperX is excited to welcome Ewok into our HyperX family of influencers, celebrities and ambassadors,” Khoi Nguyen, HyperX’s influencer marketing manager, said. “With her expertise as a gamer, influencer and motivated female member of the gaming community, Ewok brings the skills and strengths found in a HyperX Hero.”

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