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Gambling, cryptocurrency, and financial trading sponsorship in high-level men's soccer leagues: An update for the 2023/2024 season

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International Gaming Industry Update

Gambling sponsorships are common in international soccer due to the substantial funds they provide to clubs. For example, in the 2022/23 English Premier League season, eight clubs collectively received an estimated £60 million from gambling shirt-front sponsorships.¹ While the Premier League plans to ban gambling shirt-front sponsorships by 2026, this will not include shirt sleeves or pitch-side hoardings, which are the most frequently seen forms of in-game marketing.² In contrast, Italy and Spain have fully banned gambling sponsorships and in-game marketing due to public health concerns.³ Relatedly, much less attention has been paid to the emergence of sponsorships associated with cryptocurrency or financial trading. These are both gambling-like products,⁴ which are engaged in disproportionately by those experiencing gambling-related harm,⁵ and which also use soccer to market themselves.² Researchers have suggested that these products might look to fill the gap in high-level sports left by gambling sponsorship bans,⁶ and so have highlighted the need to monitor their use of sponsorship agreements with high-level soccer teams. We therefore provide an overview of gambling and gambling-like sponsorship of soccer teams within high-level leagues across England, France, Germany, Spain, Italy, Portugal, and Argentina. Overall, our findings indicate that gambling sponsorship remains prominent, but has reduced in comparison to previous seasons across most countries. However, we have observed betting ‘partnerships’ which circumvent gambling sponsorship prohibitions in Italy. In relation to cryptocurrency and financial trading companies, there are limited numbers of active sponsorships outside of the UK, but ‘partnerships’ between teams and these companies have become prevalent.

¹ Tom Hamilton, *Premier League clubs agree to drop gambling sponsors from front of shirts*, ESPN, 2023. https://www.espn.co.uk/football/story/_/id/37637954/premier-league-clubs-drop-gambling-sponsors-shirts

² Jamie Torrance, et al., *Gambling, cryptocurrency, and financial trading app marketing in English Premier League football: a frequency analysis of in-game logos*, OSF (2023).

³ Philip Buckingham, *Italy and Spain have banned betting sponsorship – what can the Premier League learn?*, THE ATHLETIC, 2023, <https://theathletic.com/4383423/2023/04/07/premier-league-betting-italy-spain>; Darragh McGee, *On the normalisation of online sports gambling among young adult men in the UK: a public health perspective*, 184 PUBLIC HEALTH (2020).

⁴ Philip Newall & Leonardo Weiss-Cohen, *The gamblification of investing: how a new generation of investors is being born to lose*, 19 INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH (2022); Benjamin Johnson, et al., *Cryptocurrency trading, mental health and addiction: a qualitative analysis of reddit discussions*, ADDICTION RESEARCH & THEORY (2023); Paul Delfabbro, et al., *The psychology of cryptocurrency trading: Risk and protective factors*, 10 JOURNAL OF BEHAVIORAL ADDICTIONS (2021).

⁵ Paul Delfabbro, et al., *Cryptocurrency trading, gambling and problem gambling*, 122 ADDICTIVE BEHAVIORS (2021); Jennifer Nicole Williams, et al., *Financial speculation in Canada: prevalence, correlates and relationship to gambling*, 23 INTERNATIONAL GAMBLING STUDIES (2023); Moritz Mosenhauer, et al., *The stock market as a casino: Associations between stock market trading frequency and problem gambling*, 10 JOURNAL OF BEHAVIORAL ADDICTIONS (2021).

⁶ Philip Newall & Leon Y Xiao, *Gambling marketing bans in professional sports neglect the risks posed by financial trading apps and cryptocurrencies*, 25 GAMING LAW REVIEW (2021).

Soccer leagues were chosen in the current review based on their popularity and viewership. Data were collected from the social media accounts and official websites of teams between July and September 2023. This timeframe was optimal as it coincided with the beginning of many 2023/24 soccer leagues. Data were collected by JT and CH, who regularly discussed findings until 100% agreement was met.

English Premier League

During the 2023/24 English Premier League Season, 18 teams were partnered with gambling companies. Among these teams, seven had a shirt-front gambling sponsor, one had a gambling and cryptocurrency shirt-front sponsor (the Cryptocasino ‘Stake’, which allows gamblers to deposit funds via cryptocurrencies)⁷, and three had a shirt-sleeve gambling sponsor. Ten teams were partnered with companies associated with cryptocurrency or financial trading. Aston Villa had the trading platform ‘Trade Nation’ as a shirt sleeve sponsor, and Manchester United had a cryptocurrency-related shirt-sleeve sponsor (‘OKX’). Wolverhampton Wanderers had a shirt-front sponsor associated with cryptocurrency payments (‘Astropay’). Sheffield United and Luton Town⁸ were the only teams not associated with gambling or gambling-like sponsorship in any way. See Table 1 for more details.

Insert Table 1 here

English Football League (Sky Bet) Championship

The English Football League Championship has been sponsored by a gambling company (‘Sky Bet’) since 2013 and is therefore commonly referred to as the ‘Sky Bet Championship’. Five teams were partnered with companies who solely offer services relating to cryptocurrency or financial trading. Eight teams were partnered with gambling companies, three were partnered with a company offering both gambling and financial trading

⁷ Maira Andrade & Philip Newall, *Cryptocurrencies as Gamblified Financial Assets and Cryptocasinos: Novel Risks for a Public Health Approach to Gambling*, 11 RISKS (2023); Maira Andrade, et al., *Safer gambling and consumer protection failings among 40 frequently visited cryptocurrency-based online gambling operators*, PSYCHOLOGY OF ADDICTIVE BEHAVIORS (2022).

⁸ Ben Cronin, *Luton Town gambling sponsorship ban an ‘investment in culture,’ says CEO Sweet*, SPORTBUSINESS SPONSORSHIP, 2023. <https://sponsorship.sportbusiness.com/2023/09/luton-town-gambling-sponsorship-ban-an-investment-in-culture-says-ceo-sweet/>

(‘Spreadex’), and one team were partnered with a cryptocasino (‘Sportbet.io’). Partnerships with ‘Spreadex’ and ‘Sportsbet.io’ also extended into shirt-front sponsorship for Sunderland and Southampton respectively. Three other teams had shirt-front sponsorship from companies associated with gambling only e.g., ‘Unibet’ or ‘Bet365’. See Table 2 for more details.

Insert Table 2 here

French Ligue 1

Among the 18 teams in Ligue 1, two had shirt-front sponsorship arrangements with gambling companies. Specifically, Le Havre were sponsored by ‘Winamax’, a European sports betting and poker operator, and Montpellier were sponsored by ‘Partouche’, a French casino operator. No other teams were associated with sponsorship associated with gambling, cryptocurrency, or financial trading. Ligue 1 was previously sponsored by the French online gambling operator ‘Betclic’ until the end of the 2022/23 season. See Table 3 for more details.

Insert Table 3 here

German Bundesliga

One out of the 18 teams within the German Bundesliga 2023/24 season had a gambling sponsor, Stuttgart who had a shirt-front sponsorship agreement with ‘Winamax’. Borussia Monchengladbach had a shirt-front sponsorship from ‘flatex’ who offer financial and cryptocurrency trading. Additionally, Bayer Leverkusen had sleeve sponsorship from the financial trading platform ‘Tribe’ who are not currently associated with services relating to cryptocurrency. See Table 4 for more details.

Insert Table 4 here

Spanish La Liga

Within La Liga, no teams were associated with gambling sponsorship due to the regulatory ban on such arrangements. Athletic Bilbao were the only team sponsored by a company associated with cryptocurrency,

‘B2BinPAY’ an online cryptocurrency exchange and payment platform. No teams were sponsored by financial trading companies. However, Atletico de Madrid had shirt-front sponsorship from the financial trading platform ‘Plus500’ between 2015 and 2022. See Table 5 for more details.

Insert Table 5 here

Italian Serie A

In Italy's Serie A, two teams were sponsored by cryptocurrency-related companies: AC Milan had shirt-front sponsorship by 'BitMex' and Lazio had sleeve sponsorship by 'Binance'. Lazio also had shirt-front sponsorship from ‘Betitaly.pay’, a sister company of the online gambling operator ‘Betitaly’. Specifically, ‘Betitaly.pay’ is a platform that offers mobile phone top-ups and sporting rights. Sponsorship by this sister company circumvents gambling sponsorship restrictions in Italy, despite the logos for ‘Betitaly’ and ‘Betitaly.pay’ being almost identical. Similarly, 17 out of 20 teams had partnerships with cryptocurrency, financial trading, or gambling-related sister companies. See Table 6 for more details.

Insert Table 6 here

Liga Portugal (Betclic)

Liga Portugal is sponsored by the online gambling company ‘Betclic’. Of the 18 qualifying teams, 15 were sponsored by a gambling company. Specifically, 13 teams had shirt-front sponsorship from companies such as the Portuguese sports betting platform ‘Placard.pt’ and casino operator ‘Solverde’. Two teams, Arouca and Benfica, had gambling shirt-sleeve sponsorship from the online gambling companies ‘Bwin’ and ‘Betano’ respectively. FC Porto were the only team associated with cryptocurrency, with shirt-sleeve sponsorship from the online cryptocurrency exchange ‘Binance’. No teams within Liga Portugal were sponsored by financial trading companies. See Table 7 for more details.

Insert Table 7 here

Argentine Primera División

Within the Argentine Primera División, six teams had shirt-front sponsorship from gambling companies. Two teams, Huracán and Tigre, were sponsored by cryptocurrency platforms, ‘Decrypto’ and ‘Bitso’ respectively. No teams were sponsored by financial trading companies. See Table 8 for more details.

Insert Table 8 here

Conclusion

It appears that there have been overall reductions in gambling sponsorship arrangements within UK and many European soccer leagues compared to previous years. This decline is perhaps due to an increase in European soccer fans becoming more critical towards clubs that are actively sponsored by gambling companies.⁹ Furthermore, Italy and Spain have prohibited gambling sponsorship in sports which offers a clear explanation for these countries' reductions. However, we observed the practice of 'betting partnerships' in the Italian league Serie A, which bypass sponsorship prohibition through establishing sister companies, often with domain names unrelated to gambling, such as 'LeoVegas.news' or 'Bwin.tv'. This practice is demonstrative of the gambling industry's ability to circumvent regulations in order to continue soccer-related marketing activities.

Gambling sponsorship was prevalent in Liga Portugal, with over 80% of teams being associated with at least one gambling company, as Portugal has seen a rapid increase in both gambling participation and gambling market revenue recently.¹⁰ A similar trend is observable in Argentina where the number of gambling sponsorship arrangements has increased over the previous decade due to an expanding gambling market.¹¹ Despite the prospective ban on front-of-shirt sponsorship, however, the English Premier League remains as the most gambling-associated league with 90% of its qualifying teams either sponsored or partnered with a gambling company during the 2023/24 season.

Many of the gambling companies who sponsor teams addressed within this review have faced fines and sanctions related to consumer rights, social responsibility, and anti-money laundering failings. For instance, 'Betway' incurred a fine of £11.6 million in 2023 for failing to conduct source of funds checks on £5.8 million deposited by players, suspected to be derived from criminal activities.¹² In 2022, 'Sportsbet.io' received a £3.7

⁹ Ted Orme-Claye, *German football fan alliance calls for sports betting sponsorship ban*, 2022.

<https://sbcnews.co.uk/marketing/2022/01/12/german-football-fan-alliance-calls-for-sports-betting-sponsorship-ban/>

¹⁰ Conor Mulheir, *Portuguese online gambling revenue jumps 25% year-on-year in Q1 2023*, IGAMINGNEXT, 2023,

[https://igamingnext.com/news/portugal-q1-online-revenue/#:~:text=Revenue%20in%20Portugal's%20online%20betting,Inspe%C3%A7%C3%A3o%20de%20Jogos%20\(SRIJ\);Daniela%20Vilaverde%20&%20Pedro%20Morgado,Scratching%20the%20surface%20of%20a%20neglected%20threat%20:huge%20growth%20of%20Instant%20Lottery%20in%20Portugal,7%20THE%20LANCET%20PSYCHIATRY%20\(2020\).](https://igamingnext.com/news/portugal-q1-online-revenue/#:~:text=Revenue%20in%20Portugal's%20online%20betting,Inspe%C3%A7%C3%A3o%20de%20Jogos%20(SRIJ);Daniela%20Vilaverde%20&%20Pedro%20Morgado,Scratching%20the%20surface%20of%20a%20neglected%20threat%20:huge%20growth%20of%20Instant%20Lottery%20in%20Portugal,7%20THE%20LANCET%20PSYCHIATRY%20(2020).)

¹¹ Daniela Vilaverde & Pedro Morgado, *Scratching the surface of a neglected threat: huge growth of Instant Lottery in Portugal*, 7 THE LANCET PSYCHIATRY (2020).

¹² Carlos Fonseca Sarmiento, *online gambling in argentina: the irreversible race*, 23 GAMING LAW REVIEW (2019).

¹² Gambling Commission, *Betway to pay £11.6m for failings linked to 'VIP' customers*, 2023.

[https://www.gamblingcommission.gov.uk/public-and-players/guide/page/betway-to-pay-gbp11-6m-for-failings-linked-to-vip-](https://www.gamblingcommission.gov.uk/public-and-players/guide/page/betway-to-pay-gbp11-6m-for-failings-linked-to-vip-customers#:~:text=Online%20gambling%20business%20Betway%20is,of%20its%20high%20spending%20customers.)

[customers#:~:text=Online%20gambling%20business%20Betway%20is,of%20its%20high%20spending%20customers.](https://www.gamblingcommission.gov.uk/public-and-players/guide/page/betway-to-pay-gbp11-6m-for-failings-linked-to-vip-customers#:~:text=Online%20gambling%20business%20Betway%20is,of%20its%20high%20spending%20customers.)

million fine for violating spam laws by sending more than 150,000 promotional texts and emails to customers who had previously unsubscribed from such communications.¹³ Furthermore, in 2022, the French gambling regulator, l'Autorité Nationale des Jeux (ANJ), ordered the gambling operator 'Winamax' to withdraw a marketing campaign due to its perceived social irresponsibility and violation of advertising regulations.¹⁴

These data also indicate that sponsorship arrangements associated with cryptocurrency and financial trading are most prominent within the English Premier League. There are limited numbers of these arrangements in French, German, Spanish, Portuguese, and Argentinian leagues. However, their prevalence could potentially rise if there is a further decline in gambling sponsorships,⁶ as can be seen in the Italian Serie A. Future research is needed to continue monitoring soccer sponsorship arrangements alongside the use of other methodologies to investigate their behavioral impacts.

Author contributions

Within this review, JT contributed to the methodology, data curation, formal analysis, writing the original draft, and subsequently reviewing/editing the final draft. CH contributed to the methodology, data curation, and formal analysis. PN conceptualized the review and contributed to reviewing/editing the final draft.

Author disclosures

The authors have no conflicts of interests to declare.

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Conor Heath has no financial disclosures.

¹³ The Guardian, *Sportsbet to pay \$3.7m in fines and penalties for sending 150,000 unwanted gambling ad messages*, 2022. <https://www.theguardian.com/australia-news/2022/feb/10/sportsbet-to-pay-37m-in-fines-and-penalties-for-sending-150000-unwanted-gambling-ad-messages#:~:text=1%20year%20old-,Sportsbet%20to%20pay%20%243.7m%20in%20fines%20and%20penalties,150%2C000%20unwanted%20gambling%20ad%20messages&text=Online%20bookie%20Sportsbet%20will%20pay,who%20had%20tried%20to%20unsubscribe.>

¹⁴ Robert Fletcher, *French regulator orders Winamax to withdraw advertising campaign*, IGB, 2022. <https://igamingbusiness.com/marketing-affiliates/french-regulator-orders-winamax-to-withdraw-advertising-campaign/>

Philip Newall is a member of the Advisory Board for Safer Gambling – an advisory group of the Gambling Commission in Great Britain, and in 2020 was a special advisor to the House of Lords Select Committee Enquiry on the Social and Economic Impact of the Gambling Industry. In the last three years, Philip Newall has contributed to research projects funded by the Academic Forum for the Study of Gambling, Clean Up Gambling, Gambling Research Australia, NSW Responsible Gambling Fund, and the Victorian Responsible Gambling Foundation. Philip Newall has received travel and accommodation funding from Alberta Gambling Research Institute and received open access fee funding from Gambling Research Exchange Ontario.

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Table 1. English Premier League sponsorships for the 2023/24 season

Team	Shirt front		Shirt sleeve		Cryptocurrency/financial trading partner	Betting partner
	Brand	Industry	Brand	Industry		
Arsenal	Emirates	Airline	Visit Rwanda	Tourism	Etoro, Socios	Betway
Aston Villa	BK8	Gambling	Trade Nation	Trading platform	Trade Nation	BK8, Duelbits
Bournemouth	Dafabet	Gambling	DeWalt	Power tools	N/A	Dafabet
Brentford	Hollywoodbets	Gambling	PensionBee	Pensions	N/A	Hollywoodbets
Brighton & Hove Albion	American Express	Financial services	SnickersUK	Clothing	N/A	Betway
Burnley	W88	Gambling	N/A	N/A	Uphold	W88, BK8
Chelsea	Infinite Athlete	Sports data and entertainment	N/A	N/A	TMGM	Parimatch
Crystal Palace	Cinch	Car-retailer	Kaiyun Sports	Gambling	Etoro, Socios	Kaiyun Sports
Everton	Stake	Gambling/Cryptocasino	Kick	Streaming	Etoro, Socios	Stake
Fulham	SBOTOP	Gambling	WebBeds	Tourism	N/A	SBOTOP
Liverpool	Standard Chartered	Financial services/banking	Expedia	Tourism	Sorare	Interwetten
Luton Town	Utilita	Energy	FreeNow	Travel	N/A	N/A
Manchester City	Etihad Airways	Airline	OKX	Cryptocurrency	OKX, Socios	LeoVegas, 8XBET, Sportybet
Manchester United	TeamViewer	Tech/software	DXC Technology	IT	N/A	Betfred
Newcastle United	Sela	Entertainment	Noon	E-commerce	N/A	FUN88, Sportsbet.io, BetMGM
Nottingham Forest	Kaiyun Sports	Gambling	Ideagen	Tech/software	N/A	Kaiyun Sports
Sheffield United	CFI	Financial services	N/A	N/A	N/A	N/A
Tottenham	AIA	Financial services/insurance	Cinch	Car retailer	Socios	FUN88, Betway
West Ham United	Betway	Gambling	JD	Sports retail	Etoro	Betway
Wolverhampton Wanderers	AstroPay	Payments/Crypto	6686 Sports	Gambling	N/A	6686 Sports, LeoVegas

Table 2. English Football League (Skey Bet) Championship sponsorships for the 2023/24 season

Team	Shirt front		Shirt sleeve		Cryptocurrency/financial trading partner	Betting partner
	Brand	Industry	Brand	Industry		
Birmingham City	Undeclared	Clothing	N/A	N/A	N/A	N/A
Blackburn Rovers	Totally Wicked	Vaping	Venkys	Poultry and pharmaceutical	N/A	Bet Vision
Bristol City	Huboo	Ecommerce	Delta	Hotels	N/A	N/A
Cardiff City	Visit Malaysia	Tourism	N/A	N/A	N/A	Spreadex
Coventry City	King of Shaves	Shaving products	XL Motors	Automotive repair	Sorare	N/A
Huddersfield Town	Utilita	Energy	Marc Darcy	Clothing	N/A	N/A
Hull City	Corendon	Airline	N/A	N/A	N/A	N/A
Ipswich Town	Ed Sheeran	Music	N/A	N/A	N/A	N/A
Leeds	BOXT	Boilers/Air conditioning			Socios	Unibet
Leicester	King Power	Travel retail	Bia Saigon	Alcohol	FBS	12BET, 8xBet
Middlesbrough	Unibet	Gambling	BOXT	Boilers/Air conditioning	N/A	32Red
Millwall	Huski Chocolate	Food/chocolate	N/A	N/A	Sorare	N/A
Norwich City	Lotus	Automotive	N/A	N/A	Sorare	N/A
Plymouth Argile	Bond Timber	Building supplies	N/A	N/A	N/A	N/A
Preston North End	Par Group	Engineering	N/A	N/A	N/A	N/A
Queens Park Rangers	Conviva	Investment	N/A	N/A	N/A	CopyBet
Rotherham United	Rotherham Hospice	Health	N/A	N/A	N/A	N/A
Sheffield Wednesday	Eyup	Software/skills	N/A	N/A	N/A	William Hill
Southampton	Sportsbet.io	Gambling/cryptocasino	Solent University	Education	N/A	Sportsbet.io
Stoke City	Bet365	Gambling	N/A	N/A	N/A	Bet365
Sunderland	Spreadex	Gambling/financial trading	N/A	N/A	N/A	Spreadex
Swansea City	Reviva (home), Westacres (away)	Beverage Property	N/A	N/A	N/A	N/A
Watford	Mr Q	Gambling	N/A	N/A	N/A	Spreadex
West Bromwich Albion	Ideal	Heating	N/A	N/A	N/A	Spreadex, Mr Vegas

Table 3. French Ligue 1 sponsorships for the 2023/24 season

Team	Shirt front		Shirt sleeve	
	Brand	Industry	Brand	Industry
AS Monaco	Visit Monaco	Tourism	Triangle Interim	Human resources
Clermont Foot 63	StaffMatch	Recruitment	Radio Scoop	Radio
FC Lorient	Jean Flo'h	Agrifood group	Actual	Recruitment
FC Metz	Car Avenue	Vehicle rental	Eurometropole METZ	Public Services
	MOSL	Tourism		
FC Nantes	Synergie	HR management	LNA Sante	Elderly care
Le Havre AC	Winamax	Gambling	N/A	N/A
Losc Lille	Boulangier	Household Appliances	Aushopping	Retail
Montpellier Hérault SC	Partouche	Gambling	Loxam	Construction
OGC Nice	INEOS	Chemical	INEOS	Chemical
Olympique De Marseille	CMA CGM	Shipping	D'or et de Platine	Clothing
Olympique Lyonnais	Emirates	Airline	MG	Automotive
Paris Saint-Germain	Qatar Airways	Airline	GOAT	Clothing
RC Lens	Auchan	Retail	Aushopping	Retail
RC Strasbourg Alsace	es	Energy provider	Wurth	Wholesaler
Stade Brestois 29	Queguiner Matériaux	Building materials	Breizh Carrelage	Tiling and flooring
	Yaourt Malo	Dairy products	Locarmor	Construction
Stade de Reims	Hexaom	Housing/Real estate	Triangle Interim	Human resources
Stade Rennais FC	Samsic	Facilities Management	Rose Groupe	Construction
Toulouse FC	LP Promotion	Housing/Real estate	GLS	Logistics

Table 4. German Bundesliga sponsorships for the 2023/24 season

Team	Shirt front		Shirt sleeve	
	Brand	Industry	Brand	Industry
Bayer 04 Leverkusen	Barmenia	Insurance	trive	Financial trading
Borussia Dortmund	1&1	Telecommunications	GLS.	Logistics
Borussia Mönchengladbach	flatex	Financial trading/cryptocurrency	sonepar	Electrical wholesaler
Eintracht Frankfurt	indeed	Employment	Elotrans reload	Sports nutrition
FC Augsburg	WWK	Life insurance	Siegmund	Construction
FC Bayern München	T-Mobile	Telecommunications	Rot Gegen Rassismus	Anti-racism campaign
FC Heidenheim 1846	MHP	Management and IT	Voith	Machine and technology
FC Köln	REWE	Supermarket chain	DEVK	Insurance
FC Union Berlin	Paramount+	Television network	JD	Retail
FSV Mainz 05	Kommerling	Windows and doors	iDM	Heating systems
RB Leipzig	Red Bull	Energy drink	AOC	Property
Sport-Club Freiburg	JOBRAD	Bicycle leasing	LEXWARE	Accounting services
SV Darmstadt 98	Haix	Workwear	28black	Energy drink
SV Werder Bremen	Matthai	Construction	Ammerlander	Dairy farming
TSG Hoffenheim	SAP	Software	hep	Solar energy
VfB Stuttgart	Winamax	Gambling	hep	Solar energy
VfL Bochum 1848	Vonovia	Housing	Think About IT	IT solutions
VfL Wolfsburg	Volkswagen	Car Manufacturer	Linglong Tire	Tire Manufacturer

Table 5. Spanish La Liga sponsorships for the 2023/24 season

Team	Shirt front		Shirt sleeve	
	Brand	Industry	Brand	Industry
Athletic Bilbao	Kutxabank	Banking/Finance	B2BinPAY	Cryptocurrency exchange
Atletico de Madrid	Riyadh Air	Airline	Hyundai	Automotive manufacturer
CA Osasuna	Kosner	Heating and cooling systems	Celer	Lighting
Cadiz CF	DiGi	Telecommunications	WeHumans	AI technology
Deportivo Alaves	LEA	Cosmetics	OK Mobility	Vehicle rental
FC Barcelona	Spotify	Digital music service	Ambilight TV	TV technology
Getafe CF	Tecnocasa Group	Real estate	N/A	N/A
Girona FC	Gosbi	Animal nutrition	N/A	N/A
Granada CF	N/A	N/A	Caja Rural Granada	Banking/Finance
Rayo Vallecano	DiGi	Telecommunications	N/A	N/A
RC Celta	Estrella Galicia 0%	Alcohol	N/A	N/A
RCD Mallorca	αGEL	Fitness products	OK Mobility	Vehicle rental
Real Betis	Fi network	Mobile network	Reale Seguros	Insurance
Real Madrid	Emirates	Airline	N/A	N/A
Real Sociedad	N/A	N/A	Reale Seguros	Insurance
Sevilla FC	N/A	N/A	N/A	N/A
UD Almeria	Khaled Juffai Co.	Investment	Dallah Al-Baraka	Holding/Investment
UD Las Palmas	Gran Canaria	Travel	Kalise	Ice cream and dessert manufacturer
Valencia CF	TM Real Estate Group	Real estate	Divina Seguros	Insurance
Villareal CF	Pamesa Ceramica	Tiling manufacturer	N/A	N/A

Table 6. Italian Serie A sponsorships for the 2023/24 season

Team	Shirt front		Shirt sleeve		Cryptocurrency/financial trading partners	Betting partners
	Brand	Industry	Brand	Industry		
AC Milan	Emirates	Airline	BitMex	Cryptocurrency exchange	SnaiFun, Socios, Sorare	N/A
Atalanta	RadiciGroup	Chemicals	N/A	N/A	Sorare	LeoVegas.news
Bologna	Saputo	Dairy products	N/A	N/A	N/A	UNIBET TV
Cagliari	Sardegna isola dell'artigianato	Furniture and crafts	Arborea	Dairy products	Etoro	bwin.tv
Empoli	Computer gross	IT distributor	Sammontana	Gellati	N/A	N/A
Florentina	Mediacom	Internet and phone provider	N/A	N/A	N/A	OlyBet TV
Frosinone	Zeus	Sporting attire	Zeus	Sporting attire	N/A	N/A
Genoa	Radio 105 network	Radio station	N/A	N/A	N/A	N/A
Hellas Verona	Sinergy Conforama	Energy supplier Retail chain	Drivalia	Car hire	N/A	bwin.tv
Inter Milan	Paramount+	Streaming service	ebay	Ecommerce	Socios	LeoVegas.news
Juventus	Jeep	Automotive	N/A	N/A	Socios	N/A
Lazio	Binance	Cryptocurrency exchange	N/A	N/A	Binance	Eurobet.live
Lecce	Deghi Betitaly.pay	Ecommerce Payment service	BPP	Banking	N/A	Mslotbet.news
Monza	Motorola	Phone provider	N/A	N/A	N/A	Eurobet.live
Napoli	MSC	Travel/cruises	ebay	Ecommerce	Upbit, Sorare, Socios, Rollbit,	Boyusports
Roma	N/A	N/A	N/A	N/A	Socios	Starcasino.sport 678.cc
Salernitana	Zues	Sporting attire	Zeus	Sporting attire	N/A	Vincitu.news
Sassuolo	Mapei	Engineering	N/A	N/A	N/A	Starcasino.sport
Torino	Suzuki	Automotive	JD	Clothing	N/A	Starcasino.sport
Udinese	Prestipay	Loans and banking	San Daniele	Food/meat	Socios	Eurobet.live

Table 7. Liga Portugal sponsorships for the 2023/24 season

Team	Shirt front		Shirt sleeve	
	Brand	Industry	Brand	Industry
Arouca	Cost. Carlos Pinho	Construction	Inoxtubo	Construction
			Bwin	Gambling
Benfica	Emirates	Airline	Betano	Gambling
Boavista	Placard.pt	Gambling	Nortada	Alcohol
Casa Pia	EscOnline	Gambling	N/A	N/A
Chaves	Placard.pt	Gambling	N/A	N/A
Estoril Praia	Solverde	Gambling/hospitality	OK Mobility	Car rental
Estrela De Aamadora	MYFC	Football platform	N/A	N/A
Famalicão	Placard.pt	Gambling	N/A	N/A
Farense	Placard.pt	Gambling	Barao Rodrigues	Alcohol
FC Porto	Betano	Gambling	Binance	Cryptocurrency exchange
Gil Vicente	Barcelos	Municipal supervision	N/A	N/A
Morinense	Placard.pt	Gambling	N/A	N/A
Portimonense	Ceremony	Events	N/A	N/A
Rio Ave	Solverde	Gambling	N/A	N/A
Sporting Braga	Moosh.pt	Gambling	N/A	N/A
Sporting Lisbon	Betano	Gambling	N/A	N/A
Vitória Guimarães	Placard.pt	Gambling	ChancePlus	Finance
Vizela	Solverde	Gambling	N/A	N/A

Table 8. Argentine Primera División for the 2023/24 season

Team	Shirt front		Shirt sleeve	
	Brand	Industry	Brand	Industry
Argentinos Juniors	N/A	N/A	N/A	N/A
Arsenal	La Nueva Seguros	Health Insurance	N/A	N/A
Atlético Tucumán	Rapicuota\$	Finance and loans	N/A	N/A
Banfield	Bingo Lomas	Gambling	N/A	N/A
Barracas Central	La Nueva Seguros	Health Insurance	N/A	N/A
Belgrano	Macro	Banking/finance	Riing	Mobile provider
Boca Juniors	Betsson	Gambling	N/A	N/A
Central Córdoba (SdE)	Banco Santiago	Banking	Conte Shopping	Retail
Colón	Cablevideo digital	Internet and Entertainment	Sanatorio Santa Fe	Health provider
	Speedagro	Agricultural		
Defensa y Justicia	Rapicuota\$	Finance and loans	Pago24	Virtual wallet
Estudiantes (LP)	Bplay	Gambling	BricksM2V	Virtual wallet
Gimnasia y Esgrima (LP)	Rapicuota\$	Finance and loans	N/A	N/A
Godoy Cruz	N/A	N/A	N/A	N/A
Huracán	Decrypto	Cryptocurrency trading	Flecha Bus	Travel
Independiente	Jeluz	Electrical products	N/A	N/A
Instituto	TecnoRed	Insurance	GS BIO	Medical
Lanús	Mapei	Engineering	Befol	Medical/pharmaceutical
Newell's Old Boys	City Center Online	Gambling	N/A	N/A
Platense	Sur Finanzas	Finance/loans	N/A	N/A
Racing	Aeroset	Aviation/aerospace manufacturing	N/A	N/A
River Plate	Codere	Gambling/hospitality	Assist Card	Travel
Rosario Central	City Center Online	Gambling	N/A	N/A
San Lorenzo	Brubank	Digital banking	N/A	N/A
Sarmiento (J)	Naldo	Electronic retailer	Sigma Agro	Agricultural
Talleres (C)	ICBC	Banking	N/A	N/A
Tigre	Bitso	Cryptocurrency trading	N/A	N/A
Unión	OSPA	Travel	AutoGabi	Driving/travel