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bwin Signs UEFA Europa and Conference League Partnership

UEFA has announced the signing of a ground-breaking partnership with bwin to become an Official Partner of the UEFA Europa League and the newly formed UEFA Europa Conference League, for the next three seasons (2024-24).

Speaking of the partnership, UEFA marketing director, Guy-Laurent Epstein, said: We're delighted to have secured bwin as the first ever Official Sports Betting Partner for one of our competitions at Official Partner level.

The partnership with bwin allows UEFA to engage more openly with the sports betting sector, giving greater access to market intelligence and support from both a sports integrity and a commercial perspective.

bwin is the world leader in responsible sports betting with a rich and long-standing tradition of partnerships in football, supporting clubs, federations and competitions worldwide.

Their vast experience with sponsorship activations will be an invaluable contribution for both competitions.

UEFA is investing more in its fight against match-fixing by further developing its internal unit of experts and investigators in the field and is also currently looking at options to exploit its competitions data for betting purposes in a move to engage further with betting operators and enhance its visibility on the betting market.

As the Official Sports Betting Partner of the UEFA Europa League and UEFA Europa Conference League, bwin will enjoy high visibility in both competitions, appearing on broadcast backdrops and in stadia, including on extensive perimeter advertising, websites and social media of these two UEFA competitions.

A key element of the partnership will see bwin's availability in supporting UEFA's fight against match-fixing in order to maintain the integrity of the sport.

The sponsorship rights also provide the use of content and footage from both competitions on bwin's own platforms, along with access to tickets and hospitality to create incredible experiences and entertainment for its customers.