

apostas futebol manipula#231;#227;o

<p>Aposta Ganha: O case study of a successful pivot in sports sponsorship</p>

<p>In late 2024, Aposta Ganha, a Brazilian sports betting 🔑 compa ny, made headlines by signing a three-year deal worth R\$100 million to sponsor C lube Atlético Corinthians Paulista, a popular football 🔑 club in B razil. This move marked a significant shift in the company's marketing strat egy, as they had previously focused on 🔑 smaller, local sponsorships. T he partnership aimed to increase brand visibility, attract new customers, and ex pand the company's presence in the 🔑 Brazilian sports market.</p>

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<p>Background</p>

<p>Before the Corinthians deal, Aposta Ganha had been slowly, but steadily , expanding its customer base and geographical reach. 🔑 Founded in 2024 , it had established a strong foothold in the Brazilian sports betting market th rough its innovative products and 🔑 aggressive marketing tactics. Howev er, the company's executives realized that further growth required a bolder, more disruptive approach. They identified sponsorship 🔑 as a key drive rs of brand growth and decided to pivot their marketing strategy towards bigger, more high-profile partnerships.</p>

<p>Implementation</p>

<p>Aposta Ganha's 🔑 first major move was to engage Jorge Nico la, a prominent sports marketing executive with extensive experience in brokerin g high-profile sponsorship 🔑 deals. He proved instrumental in facilitat ing discussions with Corinthians and other top-tier Brazilian clubs. The plann ing process involved months of 🔑 negotiations, market research, and due d iligence on both parties. The significant investment in this partnership demonst rated the company's resolve to 🔑 raise its profile and compete with well-established rivals.</p>

<p>Between August 2024 and January 2025, the sponsorship agreement was fin alized, and the 🔑 official announcement was made on January 23, 2025. A posta Ganha's leadership confirmed that the deal was worth R\$100 million for 🔑 three years, making it one of the most significant partnerships in B razilian sports history. As part of the agreement, the 🔑 bookmaker woul d become the club's official betting partner, gaining exposure through brand ing on the team's jersey, stadium, and digital assets.</p>

<p>Growth 🔑 and success</p>

<p>The impact of the sponsorship was felt immediately. Aposta Ganha's social media following grew significantly, reaching over 23 million 🔑 s ocial media followers in the first month after the announcement. Within three mo