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The partnership demonstrates the commitment of bwin and its parent company, Entain plc, the global sports-betting gaming and interactive entertainment group to support football and responsible betting around the world. This season, a total of 64 teams from 35 of UEFA's 55 member associations participate in the two leading competitions in European football from the group stage onwards, covered by the partnership in matches which are broadcasted worldwide. As the Official Betting Partner, bwin will enjoy high visibility in both competitions, appearing on broadcast backdrops and in stadia, including on extensive perimeter advertising, as well as on the 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. To mark the partnership, bwin has launched a new dedicated website [betresponsibly.info](#) to highlight the range of tools bwin provides to help customers stay in full control of their gaming and promote bwin and parent company Entain's safer gaming initiatives. 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 at matches for bwin to use to create incredible experiences and entertainment for its customers. Stephan Heilmann, Entain's Managing Director Digital Europe, said: "We're proud to be an Official Partner of the UEFA Europa League and the UEFA Europa Conference League alongside other major international brands. The partnership will provide an array of exciting opportunities to enhance our offer to our customers, creating unique new experiences and content. It also provides bwin with a formidable platform to reach fans in regulated sports betting markets around the world, highlighting our unparalleled combination of the best product and the most responsible."