

bwinbwin

UEFA is pleased to announce it has signed a ground-breaking partnership with bwin to become an Official Partner of the UEFA Europa League and the newly formed UEFA Conference League, for the next three seasons (2024-26). Guy-Laurent Epstein, UEFA marketing director, 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. As a brand that defines itself by being in touch with fans and their passion for football and clubs throughout Europe, bwin is a great fit for our competitions. bwin becomes Official Partner of the UEFA Europa League and UEFA Conference League. 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 activations will be an invaluable contribution for both competitions. In parallel, UEFA is investing more in its fight against match-fixing by further developing its internal unit of experts and investigators in the field. UEFA is currently also 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. The partnership underlines parent company, Entain plc, and bwin's commitment to supporting both 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, for wh