

casino betano pt

Portuguese soccer giants FC Porto have agreed a four-year main shirt sponsorship deal with Kaizen Gaming's sports betting brand Betano. The Betano deal, which covers the first team and B team, sees media giant Altice end the shirt sponsorship element of its partnership with Porto. That broad €457.5 million (US\$479 million), ten-year partnership signed in 2024 also includes broadcast rights to Porto's home league games. Porto president Jorge Nuno Pinto da Costa confirmed Altice's MEO pay-TV brand would remain a partner without indicating what the implications are regarding fees. Futebol Clube do Porto has always sought to associate itself with great brands and this partnership, the one we have now reinforced with Betano, follows up on that intention, said Da Costa. It is a great collaboration of a leading club and a reference brand. Our demands are maximum on and off the field, so we always want to work with the best. For Betano the new deal sees the company step up from being Porto's official betting sponsor during the 2024/22 season, while the pair's initial partnership also included front-of-shirt sponsorship of the club's handball team. Betano also has shirt sponsorship deals with Sporting Lisbon and Benfica, the latter of which is just for sleeve inventory. Announcing our partnership agreement with FC Porto, a legendary club not only in Portugal but on an international level, is a day of celebration for all of us at Kaizen Gaming, added George Daskalakis, Kaizen Gaming chief executive. What I consider even more important is signing on with a club that values long-standing partnerships; it is a true mark of confidence in our company, our brand Betano and our commitment to Portuguese football. We look forward to a long