

Everton announce record sponsorship deal with casino and sports betting company Stake.com

Everton have struck a record sponsorship deal with a casino and sports betting company.

The Premier League club have announced Stake.com as their new main partner on a multi-year deal.

Everton said the agreement is the highest value front-of-shirt deal in the club's 144-year history.

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The brand will feature on front of the men's and women's playing shirts, as well as appearing on screens and media backdrops at Goodison Park and Finch Farm and across the club's digital platforms.

Professor Denise Barrett-Baxendale, chief executive at Everton, said: "Stake.com is an ambitious organisation with impressive growth plans and we're all very excited to enter into a partnership with them at this stage in their journey.

"My talented colleagues in our new revenue team have made excellent progress in recent months and worked tirelessly to secure what is the biggest main partnership deal in the club's history – I'd like to congratulate them on this achievement and, on behalf of everyone at the club, express my gratitude to Stake.com for choosing Everton as a long-term partner.

"Finally, I am pleased to say that we have already been working together with Stake.com on some exciting activities

and content for our local and international supporters and we look forward to sharing more detail on these plans soon.”

The deal comes after Everton took up an option to end its previous main partnership with Cazoo early.

Akhil Sarin, head of acquisition for Stake.com, added: “We are incredibly proud to be partnering with Everton, a club steeped in tradition and with a passionate and loyal fanbase respected the world over.

“Everton is a club that perfectly complements our own growth ambitions as we seek to expand our presence globally and strengthen our top-tier sports sponsorship portfolio.

“It’s a huge honour for everyone at Stake.com to be joining the Everton family and playing our part in supporting the club in the transition to the new stadium.

“We look forward to celebrating this most exciting chapter in the club’s history with Evertonians everywhere.”

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