

Manchester City net 'more than \$20m' with new kit deal

Manchester City have named a cryptocurrency platform as their new training kit partner in a deal said to be worth more than \$20m.

OKX has signed up for the season after previously been announced as the Premier League champion's cryptocurrency exchange partner in March.

The agreement will see OKX featured across the training kit of the Manchester City men's and women's first teams.

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The financial details of the deal have not been disclosed by the club but US publication Forbes has reported it is worth more than \$20m.

Roel de Vries, group chief operating officer at City Football Group, said: "We are pleased to expand our relationship with OKX today, as they become the official training kit partner of Manchester City.

"OKX and Man City are aligned on values such as innovation and success and for both parties, everything starts with training and education.

"Since the initial partnership began in March 2022, we have worked together to 'supercharge the fan experience' through a number of exciting content activations ahead of high profile fixtures during the culmination of the 2021/22 season and we look forward to continuing to develop these opportunities over the coming year."

Haider Rafique, global chief marketing officer at OKX, added:

“The real grit and perseverance is built on the training ground. This is the way we want to nurture new users on our platform.

“Being Man City’s official training kit partner helps us extend that mindset from the training ground over to our trading app community. We want our community to learn from that mindset and use our demo trading feature to train for the real exchange just like Man City players train before the beginning of the season.

“Our partnership with Man City has provided a great platform through which we have the opportunity to educate those curious about crypto and offer those already involved the training they need to participate responsibly.”

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