

Gaming-Sports Partnerships*

Updated 7/6/2021



**AMERICAN
GAMING
ASSOCIATION**

#	Gaming Company	League	Team	Announced	USA / International	Provisions	Synopsis
169	Golden Nugget Online Gaming	Rocket Mortgage Classic (PGA)		6/30/21	USA	Marketing	Golden Nugget will have on-site branding at the event. The casino will be giving away prizes and offering exclusive promotional casino and sportsbook bonuses for tournament attendees.
168	Bally's		Phoenix Mercury (WNBA)	6/30/21	USA	Market access, marketing	Bally's is the exclusive sports betting partner of the Phoenix Mercury over 15 years beginning July 1, 2021. Upon the Phoenix Mercury's receipt of a mobile sports betting license from the Arizona Dept. of Gaming, Bally's will, among other things, host and manage an online and mobile sports betting service in Arizona, operate a retail sportsbook in the vicinity of the Phoenix Suns Arena, and promote its business in connection with Phoenix Mercury games.
167	Sportradar	NHL		6/29/21	USA	Data, Streaming	Having served as the NHL's official global data distributor since 2015, Sportradar will now distribute the NHL's official data and statistics to media, technology and sports betting companies worldwide, including real-time data from the NHL's new Puck and Player Tracking technology. The deal also awards Sportradar rights to provide

							sports betting operators with live streams of NHL games via operators' digital betting platforms in legalized markets.
166	Kindred/Unibet		Stewart-Haas Racing (Nascar)	6/23/21	USA	Marketing	Through the Unibet brand, Kindred Group will serve as a primary sponsor for two NASCAR Cup Series at Indianapolis Motor Speedway and Martinsville Speedway (VA). Unibet will also serve as the primary sponsor during the NASCAR Xfinity Series race in Indianapolis, with Harvick as the driver
165	Rush Street Interactive		Chicago Bears (NFL)	6/22/21	USA	Marketing	The agreement marks the Bears' first sportsbook and casino deal and makes BetRivers.com the team's official sportsbook partner, while Rivers Casino, which is jointly owned by Rush Street Gaming and Churchill Downs Incorporated, will serve as the club's official casino partner. BetRivers.com and Rivers Casino will receive prominent branding on in-stadium signage and digital, social and print assets.
164	WynnBet (Wynn Resorts)		Cincinnati Reds (MLB)	6/15/21	USA	Marketing	WynnBET will have access to official Reds marks and logos for use across its online products, as well as robust marketing assets to create co-branded promotional offers for sports betting enthusiasts that are available only through the WynnBET app for users in Indiana. In addition, WynnBET will be offering the chance to receive Reds game tickets and team memorabilia during select promotions to be announced.

163	BetMGM (MGM, Entain)	PFL (Professional Fighting League)		6/9/21	USA	Marketing	BetMGM is designated as a US Authorized Gaming Operator of the PFL. As part of the partnership, BetMGM will also have rights to PFL logos and marks as well as VIP events and will be offering BetMGM users unique PFL related promotions.
162	Sportradar		Baltimore Ravens (NFL)	5/20/21	USA	Marketing	Sportradar will utilize ad:s, its full service, data-driven marketing solution, to help each team enhance and refine their sponsorship and affiliate marketing strategies for legal sports betting partners. Specifically, the firm will deliver technology that will inform dynamic creative assets and produce data-driven content to be featured in programmatic advertising campaigns, in the interest of personalizing the fan experience and deepening the degree of engagement
161	Sportradar		New York Jets (NFL)	5/20/21	USA	Marketing	Sportradar will utilize ad:s, its full service, data-driven marketing solution, to help each team enhance and refine their sponsorship and affiliate marketing strategies for legal sports betting partners. Specifically, the firm will deliver technology that will inform dynamic creative assets and produce data-driven content to be featured in programmatic advertising campaigns, in the interest of personalizing the fan experience and deepening the degree of engagement
160	PointsBet	WNBA		5/24/21	USA	Marketing	The Women's National Basketball Association (WNBA) has named sports betting firm

							PointsBet as an authorised gaming operator of the league. The partnership will see PointsBet integrate the WNBA into its betting platforms, while also receiving WNBA sponsorship and brand visibility opportunities.
159	DraftKings		23XI Racing (NASCAR)	5/20/21	USA	Marketing	The deal allows DraftKings and 23XI Racing to promote an authentic in-app experience for racing fans, and they will also collaborate on a cross-channel social media content video series including race previews and data presented by DraftKings.
158	BetMGM (MGM, Entain)		Baltimore Ravens (NFL)	5/19/21	USA	Marketing	BetMGM becomes the Ravens' first Official Gaming Partner. The parties will collaborate to create cobranded promotions for Ravens fans. BetMGM branded signage will be present throughout M&T Bank Stadium, digital media, and integrated social media content.
157	Betway (Super Group)	NHL		5/14/21	USA	Marketing	Betway has been named as an Official Sports Betting partner of the NHL. The partnership provides Betway with rights to use NHL marks, logos and official designations. Additionally, it will have access to a full portfolio of NHL-controlled media assets.
156	BetMGM (MGM, Entain)	LPGA Tour		4/12/21	USA	Marketing	BetMGM becomes an Official Betting Operator and Partner of the LPGA Tour. As part of the agreement, BetMGM will feature LPGA odds in BetMGM's diverse betting menu, alongside the PGA Tour, the European Tour and other

							global leagues and sporting events. Additionally, BetMGM will have rights to use the Official Tour Partner logo in connection with the advertising and promotion of their sports betting products and services.
155	PointsBet	PGA Tour		4/21/21	USA	Marketing	PointsBet has been named as the exclusive sponsor of PGA Golf's TPC Colorado Championship at Heron Lakes. PointsBet gains sponsorship exclusivity throughout the partnership, spanning retail and online sports betting, daily fantasy, and online casino gaming options. PointsBet will also garner brand visibility across various on-course, in-person, and digital assets, and will introduce a Stay Sharp Golf Challenge
154	DraftKings	PFL (Professional Fighting League)		4/20/21	USA	Marketing	Under the agreement, the DraftKings logo will be placed around PFL fighting cages, betting odds will be integrated into PFL broadcasts featured on Disney's ESPN network, and DraftKings will offer heavy promotion of the league.
153	FanDuel		Phoenix Suns (NBA)	4/15/21	USA	Market access, marketing	Phoenix Suns and FanDuel Group have announced a multi-year market access partnership designating FanDuel as the Suns' Official Sportsbook and Daily Fantasy Sports Partner. FanDuel will open a sportsbook retail location inside the Phoenix Suns Arena.
152	DraftKings	NFL		4/15/21	USA	Marketing, Data	Caesars Entertainment, DraftKings and FanDuel have reached agreements to become Official Sports Betting Partners of the NFL. All three

							<p>partners will have the exclusive ability to leverage NFL marks within the sports betting category and activate around retail and online sports betting. Additionally, Caesars, DraftKings and FanDuel will have the right to integrate relevant sports betting content directly into NFL Media properties including NFL.com and the NFL App. DraftKings and FanDuel will enhance their fan experiences with NFL highlights, footage and Next Gen Stats content. Caesars and the NFL will collaborate on integrating NFL content into Caesars platforms as well. Caesars, DraftKings and FanDuel will all use the NFL's official League data feed. Finally, in support of the NFL's commitment to protect the integrity of the game and its fans, all three partners have agreed to adhere to the NFL's core integrity policies, and will collaborate with the NFL on intelligence sharing, advocacy efforts, and responsible gaming education.</p>
151	FanDuel	NFL		4/15/21	USA	Marketing, Data	<p>Caesars Entertainment, DraftKings and FanDuel have reached agreements to become Official Sports Betting Partners of the NFL. All three partners will have the exclusive ability to leverage NFL marks within the sports betting category and activate around retail and online sports betting. Additionally, Caesars, DraftKings and FanDuel will</p>

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150	Caesars Entertainment	NFL		4/15/21	USA	Marketing, Data	<p>Caesars Entertainment, DraftKings and FanDuel have reached agreements to become Official Sports Betting Partners of the NFL. All three partners will have the exclusive ability to leverage NFL marks within the sports betting category and activate around retail and online sports betting. Additionally, Caesars, DraftKings and FanDuel will have the right to integrate relevant sports betting content directly into NFL Media properties including NFL.com and the NFL App. DraftKings and FanDuel will enhance their fan experiences with NFL</p>

							highlights, footage and Next Gen Stats content. Caesars and the NFL will collaborate on integrating NFL content into Caesars platforms as well. Caesars, DraftKings and FanDuel will all use the NFL's official League data feed. Finally, in support of the NFL's commitment to protect the integrity of the game and its fans, all three partners have agreed to adhere to the NFL's core integrity policies, and will collaborate with the NFL on intelligence sharing, advocacy efforts, and responsible gaming education.
149	DraftKings	PGA Tour		4/14/21	USA (Arizona)	Market access	DraftKings and the PGA Tour announced plans to create a sportsbook at the TPC Scottsdale golf course. DraftKings said the PGA would provide market access for retail and mobile sports betting in Arizona, pending regulatory approvals.
148	FanDuel		Detroit Red Wings (NHL)	4/6/21	USA	Marketing	FanDuel Sportsbook will appear on static and digital signage at both Comerica Park and Little Caesars Arena, including the outfield wall and on dasher boards, and be featured on the Detroit Tigers and Detroit Red Wings Radio Networks, which reach fans across the state of Michigan.
147	FanDuel		Detroit Tigers (MLB)	4/6/21	USA	Marketing	FanDuel Sportsbook will appear on static and digital signage at both Comerica Park and Little Caesars Arena, including the outfield wall and on dasher boards, and be featured on the Detroit Tigers

							and Detroit Red Wings Radio Networks, which reach fans across the state of Michigan.
146	Genius Sports	NFL		4/1/21	USA, International (Global)	Data	Genius Sports will retain exclusive rights to distribute the league's official data to legal sportsbooks in the U.S. and abroad (other companies can create and sell NFL data feeds through other means, such as live video). Genius Sports will also package that data, such as the NFL's Next Gen Stats, for sports media companies; distribute live game feeds internationally; and monitor betting patterns to detect suspicious activity.
145	BetMGM (MGM, Entain)		Detroit Tigers (MLB)	3/31/21	USA	Marketing	The sponsorship deal includes BetMGM branding on scoreboards at the Tigers' Comerica Park and the stadium's LED pitch speed monitor. There also will be integrated social media content, BetMGM branding on the MLB Ballpark app, and fan-oriented promotions.
144	theScore	PGA Tour		3/30/21	USA, International (Canada)	Marketing	theScore Bet is designated as an Official Betting Operator of the PGA TOUR across the United States and Canada. The PGA TOUR will incorporate daily odds updates from theScore Bet within the TOUR's live audio play-by-play, distributed via SiriusXM PGA TOUR Radio and PGA TOUR Digital platforms. theScore Bet will have rights to advertise with the PGA TOUR and its media partners and video

							content rights to enhance its golf offerings and coverage on theScore and theScore Bet apps.
143	Betway		Cleveland Cavaliers (NBA)	3/25/21	USA	Marketing	The partnership includes an integrated marketing campaign to promote Betway through broadcast-visible signage and commercial reads, as well as a presence on team digital and social channels and other marketing assets.
142	Emerald Queen Casino		Seattle Sounders FC (MLS)	3/23/21	USA	Marketing	The Puyallup Tribe of Indians' Emerald Queen Casino becomes the Seattle Sounders' Official Casino and Entertainment Partner through 2027. EQC will receive increased exposure through integration with the club on matchdays, television broadcasts and social media channels.
141	Bally's	MLB		3/17/21	USA	Marketing, Data	Bally's Corporation is named an authorized sports betting operator of the MLB. The agreement provides Bally's with access to official MLB league and team data, marks and logos for use across its growing portfolio of sports betting products.
140	DraftKings	UFC		3/4/21	USA, International	Marketing	DraftKings Becomes UFC's First Official Exclusive Sportsbook and Daily Fantasy Partner in the U.S. and Canada. DraftKings will now be able to offer in-game promotions, activations, in-broadcast odds integrations and UFC branding across its daily fantasy and betting products and will possess

							rights to use official UFC marks and logos.
139	Bally's	NBA		3/4/21	USA	Marketing, Data	Bally's Corporation is named an authorized sports betting operator of the NBA. The partnership provides Bally's with access to official league data, as well as rights to use official NBA marks and logos across the company's expanding portfolio of online sports betting products.
138	Stake.com	UFC		3/7/21	International (Latin America, Asia)	Marketing	Stake.com becomes UFC's first-ever Official Betting Partner in Latin America (excluding Brazil) and Asia. As part of this partnership, UFC and Stake.com will collaborate to improve UFC's betting experience at Stake, providing exclusive promotions, VIP experiences and producing exclusive social and digital content
137	Betfred		Colorado Rockies (MLB)	3/3/21	USA	Marketing	The deal includes branding at the club's Coors field, in addition to game-day experiences for baseball fans including ticket giveaways, game suites, and in-game contests.
136	WynnBet (Wynn Resorts)		Detroit Pistons (NBA)	3/2/21	USA	Marketing	As part of the multi-year deal, several new co-branded marketing efforts will be introduced with an aim of enhancing the fan experience. Inside the Pistons' Little Caesars Arena, WynnBet aims to roll-out a series of in-person activations

135	BetMGM (MGM, Entain)		Borussia Dortmund (Bundesliga)	3/1/21	USA	Marketing	BetMGM becomes the exclusive Regional U.S. Partner of Borussia Dortmund. The partnership features cross-marketing opportunities as well as fan-focused assets such as social media promotions, and BetMGM customer sweepstakes awarding special Dortmund prizes.
134	Bally's	NHL		2/18/21	USA	Marketing, Data	As part of a multiyear strategic partnership, Bally's has secured the rights to use NHL marks and logos as well as use of the ice hockey competition's official data across its portfolio of sports betting products. through its media partnership with Sinclair Broadcast Group – which will see Fox Sports rebrand to Bally Sports – the gaming operator will create content for NHL fans that will be integrated into live NHL game coverage spanning 19 regional sports networks.
133	PointsBet	NHL		2/10/21	USA, International	Marketing	PointsBet is named an Official Sports Betting Partner of the NHL. The agreement spans across both the United States and Australia. As part of the partnership, PointsBet receives rights to use NHL marks and logos, as well as a variety of NHL sponsorship and promotional opportunities for its brand across various linear, digital, and social media assets. The deal also provides PointsBet the ability to integrate the sportsbook operator's content into live NHL game broadcasts across NHL media partners, including NBC

							Sports, NBC Sports Regional Networks, Altitude TV, and other potential future linear alignments.
132	WynnBet (Wynn Resorts)		Memphis Grizzlies (NBA)	2/9/21	USA	Marketing	WynnBet and the Grizzlies will cooperate on digital promotion campaigns, utilizing the basketball franchise's social media, online and app presence and following. Additionally, a WynnBET-branded lounge will be constructed at the Grizzlies' FedExForum arena.
131	BetMGM (MGM, Entain)		Richard Childress Racing (NASCAR)	2/3/21	USA	Marketing	BetMGM will collaborate with the iconic NASCAR team on a variety of marketing and activation assets, including primary sponsorship for select races during the 2021 NASCAR Cup Series, and the designation as the Official Sports Betting Operator of Richard Childress Racing. This marks the first partnership between a NASCAR team and sports betting operator.
130	Rush Street Interactive		Detroit Pistons (NBA)	1/21/21	USA	Marketing	As an official partner of the Detroit Pistons, RSI is authorized to use the official Pistons logos and marks along with promoting the BetRivers brand in associating with different marketing assets including TV, radio and digital advertising. The partnership includes a unique and exciting free to play game, Fan Pick'em - presented by BetRivers.
129	FanDuel		Washington Football Team (NFL)	1/21/21	USA	Market access, marketing	FanDuel's application was submitted in conjunction with the Washington Football Team. The partnership means the team could offer FanDuel

							betting services under the Washington Football Team name.
128	PlayUp		New Jersey Devils (NHL)	1/14/21	USA	Marketing	PlayUp will become the presenting partner of the Devils newly redesigned PlayUp Studio, the team's Season Preview Show, as well as the Pre-Game Live Show prior to all Devils home games. PlayUp will also hold a permanent in-arena activation location called the "PlayUp Sports Lounge," as well as a TV-visible dasher board, corner in-ice logo, and virtual signage within Prudential Center.
127	PointsBet		Detroit Red Wings (NHL)	1/12/21	USA	Marketing	The partnership, designed to enhance fan engagement and game-day excitement, includes the rebranding of Sports & Social Detroit at Little Caesars Arena to the PointsBet Sports Bar. The partnership also features television broadcast-visible virtual signage just inside the blue lines, as well as LED PointsBet signage and branding throughout Little Caesars Arena during Red Wings home games. PointsBet will also have a sponsored presence on the Red Wings' digital platforms, the Detroit Red Wings Radio Network, be integrated into The District Detroit mobile app and be regularly featured on The Word on Woodward live streaming show.

126	BetMGM (MGM, Entain)		Washington Nationals (MLB)	1/11/21	USA	Market access, marketing	Key details of the partnership include the opening of a BetMGM Sportsbook connected to Nationals Park and the launch of a mobile app within the permitted area around the Park, as well as fan-focused campaigns and co-branding opportunities.
125	PointsBet		Detroit Pistons (NBA)	1/5/21	USA	Marketing	The deal gives PointsBet full usage of Detroit Pistons IP, marks, and logos, as well as sponsorship opportunities and brand visibility across various digital and social assets.
124	BetMGM (MGM, Entain)		Philadelphia 76ers (NBA)	12/22/20	USA	Marketing	The partnership features TV-visible signage including BetMGM's logo on the pole pads during 76ers games, and fan-focused engagement campaigns including promotions within the official 76ers app, 76ers-branded casino games, and more.
123	DraftKings		Nashville Predators (NHL)	12/10/20	USA	Marketing	DraftKings branding and content will be featured on dasher boards and virtual signs in Bridgestone Arena as part of the deal, and DraftKings sports betting lines will be prominently featured in pre-game and in-game radio spots
122	Genius Sports	AHL		12/2/20	USA, International	Data, Streaming	The exclusive partnership will provide the league with a platform to expand its global audience, delivering data and live streams for betting purposes to sportsbook operators in the US and globally. As the official data partner, Genius Sports will have the exclusive rights to capture real-time team and player statistics from inside all

							31 AHL arenas across the United States and Canada.
121	MotorCity Casino		Detroit Pistons (NBA)	11/30/20	USA	Marketing	The Pistons are partnering with MotorCity Casino Hotel to offer new game day experiences at the newly designed FanDuel Sportsbook. On game days, the casino will host giveaways, viewing parties and more.
120	DraftKings		Detroit Pistons (NBA)	11/30/20	USA	Marketing	DraftKings becomes an official sports betting partners of the Pistons. In addition to the use of official Pistons marks and logos, the partnership will include a mix of robust marketing assets, including in-arena signage and activations, television and digital advertising, and TV and radio presence.
119	FanDuel		Detroit Pistons (NBA)	11/30/20	USA	Marketing	FanDuel becomes an official sports betting partners of the Pistons. In addition to the use of official Pistons marks and logos, the partnership will include a mix of robust marketing assets, including in-arena signage and activations, television and digital advertising, and TV and radio presence.
118	BetMGM (MGM, Entain)		Pittsburgh Steelers (NFL)	11/24/20	USA	Marketing	The partnership features fan-focused assets such as presenting sponsorship of the Steelers Kickoff pregame show, as well as team broadcast programming, digital marketing assets, and in-stadium promotions and signage.
117	FanDuel		Memphis Grizzlies (NBA)	11/2/20	USA	Marketing	FanDuel becomes an official sports betting partner and the exclusive official daily fantasy partner of the Grizzlies.

							FanDuel will have access to official Grizzlies marks and logos to use across FanDuel's online sports betting offering and daily fantasy sports product, as well as robust marketing assets ranging from in-arena signage at FedExForum to radio, television and digital advertising
116	WynnBet (Wynn Resorts)	Nascar		11/1/20	USA	Marketing	Wynn Resorts has become the latest authorized gaming operator partner of NASCAR. Pending Wynn's approval in Virginia, WynnBET will become the official online sportsbook partner of Martinsville Speedway and Richmond Raceway, resulting in the construction of WynnBET Lounges at each venue.
115	BetMGM (MGM, Entain)		Detroit Red Wings (NHL)	10/28/20	USA	Marketing	The multi-year agreement will see BetMGM continue to have an on-ice logo at Little Caesars Arena, along with in-venue signage, fan promotions and a sponsored presence on the Red Wings' digital platforms.
114	FanDuel		DC United (MLS)	10/28/20	USA	Market access	FanDuel Group has become the exclusive sports betting sponsor of Major League Soccer club DC United. The cornerstone of the partnership will see FanDuel open a retail sportsbook at Audi Field in 2021.
113	Caesars Entertainment, William Hill		Indianapolis Colts (NFL)	10/26/20	USA	Data, Marketing	Caesars Entertainment and its exclusive sports betting partner, William Hill US, becomes a sports betting partner of the Indianapolis Colts. As part of the agreement, Caesars Rewards,

							the largest customer loyalty program in the industry, will sponsor a free-to-play "Pick 6 Predictor" game on the Colts Mobile App.
112	IGT	NBA		10/14/20	USA	Data, Marketing	Under the agreement, IGT's sports betting customers in the U.S. will be authorized to use NBA intellectual property, such as official data, team and league logos, in their sportsbooks directly through an agreement with IGT.
111	Aristocrat		Las Vegas Raiders (NFL)	10/8/20	USA	Marketing	As an Official Partner of the Las Vegas Raiders, Aristocrat will have prominent signage throughout Allegiant Stadium year-round, including in-stadium and in-game branding and naming rights to the Owners East Club.
110	BetMGM (MGM, Entain)		Tennessee Titans (NFL)	9/28/20	USA	Marketing	BetMGM is the Titan's first Official Sports Betting Partner, representing the state's first official partnership between a professional sports team and sports betting platform. BetMGM will receive brand visibility across multiple Titans digital assets and key in-game moments, such as field goal attempts, video board replays, and more. BetMGM will become the exclusive naming rights partner of the Titans' television studio at Saint Thomas Sports Park
109	PointsBet		Chicago Bears (NFL)	9/25/20	USA	Marketing	PointsBet gets the use of Bears marks and logos as well as advertising on the team website. The deal does not allow PointsBet to develop a sportsbook at or near the Bear's arena.

108	DraftKings		Colorado Rockies (MLB)	9/24/20	USA	Marketing	DraftKings is named the Colorado Rockies's Official Daily Fantasy Operator and the franchise's first Official Sports Betting Operator. In addition to in-stadium branding rights, DraftKings is also receiving a license to utilize Rockies trademarks and logos. Furthermore, the Rockies and DraftKings will collaborate to develop a digital content series featuring Rockies' player appearances on DraftKings' original "The Sweat" program, along with podcasts, live videos and more.
107	PointsBet		Indianapolis Colts (NFL)	9/23/20	USA	Marketing	PointsBet has signed a one-year contract to become the official sports betting partner of the Indianapolis Colts. The deal allows PointsBet access to Colts' means of communicating with their fanbase, including usage of the Colts' IP, marks and logos.
106	Rush Street Interactive		Pittsburgh Penguins (NHL)	9/23/20	USA	Marketing	The partnership gives Rivers Casino and BetRivers prominent branding and advertising within the Penguin's PPG Paints Arena, as well as a branded, hi-tech BetRivers sportsbook-style lounge.
105	BetMGM (MGM, Entain)		Las Vegas Raiders (NFL)	9/17/20	USA	Marketing	As an Official Sports Betting Partner of the Raiders, BetMGM will utilize assets to provide educational information about the BetMGM app to Raiders fans.
104	DraftKings		New York Giants (NFL)	9/16/20	USA	Marketing	DraftKings will become the Giants' official betting, igaming and DFS operator, and will establish a virtual SportsLounge at the team's

							MetLife stadium. The operator's branding will also feature across the team's social media and during televised games.
103	Fox Bet		Philadelphia Eagles (NFL)	9/15/20	USA	Marketing	Fox Bet will launch a branded interactive content studio at the home of the Philadelphia Eagles. The sponsorship deal further includes broadcast, digital and social media advertising on team channels, custom promotions and a strong branding presence on game days
102	Sky Bet	NFL		9/14/20	International (Germany)	Marketing	Sky Bet and the NFL will have co-branded ads on German NFL media rightsholders ProSeiben and ProSeiben MAXX and digital/social media. Sky Bet will also support NFL Tippspiel, a prediction game on the site ran.de, and run promotions and competitions to win NFL experience packages.
101	888 Holdings	NFL		9/10/20	International (UK & Ireland)	Marketing	888sport becomes the NFL's official sports betting partner in the UK and Ireland. The deal will see 888 advertisements during UK and Irish broadcasts of Monday Night Football, as well as the NFL playoffs and Super Bowl on Sky Sports. The operator will also be an official partner of the NFL's games played in London for 2021
100	PointsBet		University of Colorado (NCAA)	9/8/20	USA	Marketing, Career development	PointsBet will have signs placed at the school's football stadium and basketball arena, plus a presence on radio broadcasts and other media. It also includes career development opportunities for Colorado students.

99	Betcris	NFL		9/8/20	International (Latin America)	Data, Marketing	Betcris becomes the NFL's official sponsor in Mexico, Central America and South America. The deal will provide the bookmaker with official NFL data for in-play betting purposes, as well as access to league trademarks and brand exposure on NFL digital properties.
98	DraftKings		Chicago Cubs (MLB)	9/3/20	USA	Market access	The Chicago Cubs designates DraftKings the Official Sports Betting and Daily Fantasy Partner of the MLB franchise. The multi-year deal includes a plan to pursue a first-of-its-kind sportsbook at the iconic Wrigley Field, with online access available in the surrounding Wrigleyville area.
97	BetMGM (MGM, Entain)		Detroit Lions (NFL)	9/3/20	USA	Marketing	The Detroit Lions designates BetMGM the club's first Official Sports Betting Partner. The partnership features fan-focused assets such as presenting sponsor of Lions Bingo and Lions Perks, as well as team broadcast programming, digital marketing assets, and in-stadium promotions and signage.
96	FanDuel	PGA Tour		8/31/20	USA	Marketing	FanDuel is designated and official sports betting operator of the PGA Tour. FanDuel will have rights in the United States to use PGA TOUR marks, rights to advertise within TOUR media and TOUR partner platforms, plus content and video rights allowing FanDuel to create pre-game and post-game betting programming, as well as distribution of highlights to users who have placed bets.

95	PointsBet	PGA Tour		8/18/20	USA	Marketing	PointsBet is designated and official sports betting operator of the PGA Tour. PointsBet will have rights in the United States to use PGA TOUR marks, rights to advertise within TOUR media and TOUR partner platforms, plus content and video rights allowing PointsBet to create pre-game and post-game betting programming, as well as distribution of highlights to users who have placed bets.
94	BetMGM (MGM, Entain)	Nascar		8/11/20	USA	Marketing	BetMGM becomes an authorized gaming operator of NASCAR, giving it access to NASCAR's trademarks and other offerings on its app, website, social media platforms and retail sportsbooks.
93	PointsBet		Indiana Pacers (NBA)	8/5/20	USA	Marketing	PointsBet becomes an official sports gaming partner of the Pacers. PointsBet branding will be displayed along what is known as the "apron," the out-of-bounds space between the baseline and the team bench. PointsBet will also have a presence on the Pacers' digital platforms.
92	BetMGM	PGA Tour		8/3/20	USA	Marketing, Streaming	BetMGM has been designated an official betting operator of the PGA Tour. BetMGM will have rights in the United States to use PGA Tour marks and rights to advertise within PGATour media and partner platforms. The gaming operator will also gain content and video rights allowing BetMGM Sportsbook platforms to create pre-game and post-game betting programming, as well

							as distribution of highlights to users who have placed bets.
91	Olympic Entertainment Group	NBA		7/31/20	International (Eastern Europe)	Marketing	Olybet become the league's official betting partner across Estonia, Latvia, Lithuania and Slovakia. OEG will be able to use official NBA branding across its land-based and digital sports betting offerings throughout the nations.
90	DraftKings	PGA Tour		7/28/20	USA	Marketing, Streaming	The agreement designates DraftKings as the first Official Betting Operator of the PGA Tour. DraftKings will have rights in the United States to use PGA Tour's trademarks and to advertise on the Tour's media and partner platforms, plus content and video allowing DraftKings' Sportsbook to create pre- and post-game betting programming, as well as distribution of highlights to users who have placed bets.
89	Intralot	MLB		7/23/20	USA	Data, Marketing	Intralot becomes an Authorized Gaming Operator of MLB. Intralot will have access to official MLB data, marks, and logos for its sports wagering platforms.
88	Betcris	MLB		7/17/20	International (Latin America)	Data, Marketing	Betcris becomes an official wagering partner for Major League Baseball in Latin America. Betcris will receive rights to use official league data and use logos and other MLB marks across all of its wagering outlets.
87	DraftKings	PLL (Premier Lacrosse League)		7/16/20	USA	Data, Marketing	DraftKings is designated Official Sports Betting Partner of the Premier Lacrosse League and upcoming

							Championship Series. The PLL and DraftKings have teamed up to create a proprietary lacrosse data analytics platform. As part of the agreement, DraftKings will have access to PLL marks and logos including team, league, and jersey marks on all DraftKings platforms and media channels for marketing purposes.
86	Tabcorp	MLB		7/14/20	International (Australia)	Marketing, Streaming	The partnership makes TAB the sole official wagering partner of MLB in Australia, providing the TAB's 4,400 venues with access to the MLB Network television channel and up to 10 live games per week.
85	BetMGM (MGM, Entain)		Denver Broncos (NFL)	7/9/20	USA	Marketing	BetMGM and MGM Resorts will provide premium fan experiences through its loyalty program. The partnership also includes a free-to-play mobile game, digital marketing assets, and in-stadium promotions and signage.
84	PointsBet		Denver Nuggets (NBA), Colorado Avalanche (NHL), Colorado Mammoth (National Lacrosse League)	7/7/20	USA	Marketing	PointsBet become the official exclusive gaming partner of Colorado Avalanche, Denver Nuggets, Colorado Mammoth, and the teams' home arena, Pepsi Center. In addition, PointsBet has been named an official sports betting partner of KSE's sports media outlets aimed at the Rocky Mountain region; Altitude TV and Altitude Sports Radio.
83	PointsBet		Detroit Tigers (MLB)	7/2/20	USA	Marketing	PointsBet will have television broadcast-visible branding at Comerica Park and will be featured on the Detroit Tigers

							Radio Network. PointsBet will also have a sponsored presence on the Tigers' digital platforms
82	theScore	MLB		6/30/20	USA	Data, Marketing	theScore becomes an Authorized Gaming Operator of MLB, providing the theScore with immediate access to official MLB data, league marks, and logos for its mobile sports betting app.
81	Betfred		Denver Broncos (NFL)	6/16/20	USA	Marketing	The agreement with the Broncos makes Betfred an official partner and includes plans for a sports betting lounge outside of Empower Field at Mile High in addition to media marketing opportunities and stadium signage.
80	FanDuel		Denver Broncos (NFL)	6/15/20	USA	Marketing	FanDuel will serve as an official sports betting and daily fantasy sports partner of the Denver Broncos in the first such partnership with an NFL team. FanDuel will gain access to Broncos trademarks and logos for use on its online sports betting and daily fantasy sports sites in Colorado.
79	IMG Arena	Nascar		5/20/20	USA	Streaming	NASCAR and IMG Arena formed a partnership that allows international sports betting operators outside of the U.S. and Canada to live-stream NASCAR Cup races.
78	Genius Sports	PLL (Premier Lacrosse League)		5/12/20	USA	Data	Genius Sports becomes the PLL's official data and integrity partner for sports betting. Genius will provide sportsbook operators in the U.S. and globally with a host of live betting data.

77	FanDuel		New York Liberty (WNBA)	4/9/20	USA	Marketing	Designates FanDuel as an "Official Partner" of the New York Liberty. The deal includes marquee placement of the FanDuel logo on the team's jerseys.
76	PointsBet	LaLiga North America		3/11/20	USA	Marketing	PointsBet's becomes the official betting partner of its LaLiga North America. Under the agreement, PointsBet gains access to LaLiga intellectual property for use in marketing campaigns.
75	Caesars Entertainment		DC United (MLS)	2/21/20	USA	Marketing	DC United has agreed a sleeve sponsorship with Caesars ahead of the 2020 US soccer season. Game-day activations at Audi Field will include promotional giveaways, LED signage, and special match moments.
74	DraftKings		Indiana Pacers (NBA)	2/13/20	USA	Marketing	The partnership with the Pacers makes DraftKings the Official Daily Fantasy Sports and an official Sports Betting Partner of the Indiana Pacers.
73	DraftKings		Philadelphia 76ers (NBA)	2/13/20	USA	Marketing	DraftKings will serve as the exclusive and official daily fantasy partner and a sportsbook and online casino partner.
72	PointsBet	NBA		2/13/20	USA	Data, Marketing	PointsBet becomes an authorised sports betting operator of the NBA. PointsBet will be afforded access to official NBA betting data and league marks across PointsBet digital betting platforms.
71	Penn National Gaming	NASCAR		2/7/20	USA	Marketing	Penn National's sports betting and iGaming subsidiary Penn Interactive signed a multi-year deal as an authorized gaming operator for NASCAR. PENN will promote NASCAR in all of

							its properties and on the company's sports betting app to launch in August.
70	theScore	NBA		1/22/20	USA	Data, Marketing	theScore becomes an authorized sports betting operator of the NBA in a multiyear partnership. theScore will gain access to official NBA betting data, including league marks and logos, for its mobile sports betting app
69	MGM Resorts	NLL		1/15/20	USA	Marketing	MGM and GVC's BetMGM sports betting partnership signed a deal to serve as the official and exclusive gaming partner of the National Lacrosse League. BetMGM will create betting lines for lacrosse games while its branding and promotions will be displayed at NLL games.
68	DraftKings		New York Rangers (NHL), Knicks (NBA)	1/2/20	USA	Marketing	DraftKings is the official and exclusive sports betting partner of the New York Knicks and Rangers, as well as Madison Square Garden. The partnership includes significant exposure at MSG for all Knicks and Rangers games and throughout Knicks and Rangers broadcasts on MSG Networks.
67	Pechanga Tribe		Los Angeles Rams (NFL)	12/17/19	USA	Marketing	Pechanga Resort Casino is the official casino partner of the LA Rams. Pechanga will have an extensive presence across the stadium, and when SoFi Stadium opens in July 2020, it will feature select Pechanga-branded spaces, including the Pechanga Founders Club.

66	Pechanga Tribe		Los Angeles Chargers (NFL)	12/17/19	USA	Marketing	Pechanga Resort Casino is the official casino partner of the LA Chargers
65	Caesars Entertainment		Philadelphia Eagles (NFL)	12/2/19	USA	Marketing	Harrah's Philadelphia Casino and Racetrack branding and signage will be displayed at the Lincoln Financial Field while Eagles' former players and marketing will be displayed at the casino.
64	Seneca Resorts and Casinos		Buffalo Sabres (NHL)	11/25/19	USA	Marketing	Seneca Resorts and Casinos is the official sportsbook partner of the Buffalo Sabres. Sports lounges at Seneca's three casino properties will feature Sabres branding.
63	Fox Bet		Philadelphia 76ers (NBA)	11/25/19	USA	Marketing	Fox Bet will now serve as the presenting partner of the 76ers radio broadcasts and will have ample branding opportunities via the team's social media channels and in-arena displays at the Wells Fargo Center.
62	Kindred/Unibet	NBA		11/25/19	USA	Data, Marketing	The deal gives Unibet access to official NBA data and league branding for mobile and online platforms. Unibet will also work with the NBA on maintaining integrity during games.
61	Penn National Gaming		Las Vegas Raiders (NFL)	11/13/19	USA	Marketing	M Resort will open a Raiders-themed restaurant, a team merchandise store and will become the official pregame hotel for the team the night before home games at Allegiant Stadium.
60	Harrah's Cherokee Casino		Carolina Panthers (NFL)	11/6/19	USA	Marketing	The sponsorship agreement, covering broadcast TV and radio, will see inclusion of Harrah's Cherokee branding and logos shown for pre-game, in-game and post-game by rotation. In-stadium, the firm

							has naming rights for Panther's Champions Village which will be badged as the Harrah's Cherokee Champions Village.
59	DraftKings	NBA		11/4/19	USA	Data, Marketing	Draftkings will be an authorized sports betting operator of the NBA and beginning with the 2019-2020 season "will have access to official NBA betting data and league marks across its mobile platform and sportsbooks in the United States."
58	Muckleshoot Casino		Seattle (NHL expansion team)	10/31/19	USA	Marketing	The Muckleshoot casino near Seattle will serve as the official casino of the NHL's Seattle expansion team, the Seattle Times reported. The casino's brand will be displayed at the team's stadium.
57	Kindred/Unibet		Philadelphia Eagles (NFL)	10/31/19	USA	Marketing	Unibet's branding will displayed at the Eagles's home stadium, the Lincoln Financial Field, although no betting promotions will be shown. Branding will also be displayed on the Eagles' website and social media channels, as well as in any print publications. *From October 2020, Kindred is also an official sports betting partner of the Eagles.
56	Tabcorp	NBA		10/22/19	International (Australia)	Marketing, Streaming	Tabcorp will serve as an authorised sports betting operator of the NBA in Australia and use official NBA league marks on its various platforms. The partnership will also bring NBA TV to Tabcorp's Sky Channel in more than 4,400 TAB retail and entertainment sites across Australia.

55	IGT		Vegas Golden Knights (NHL)	10/15/19	USA	Marketing	As an Official Partner of the Golden Knights, IGT will be featured on Vegas Golden Knights web and social media platforms. IGT will also be promoted outside of T-Mobile Arena within Toshiba Plaza before Vegas Golden Knights home games.
54	Fox Bet	MLB		10/15/19	USA	Data, Marketing	Fox Bet will gain rights to use MLB's official data feed, along with the use of league marks, for its Fox Bet mobile sports betting app and Fox Sports Super 6, the company's free-to-play game.
53	IMG Arena	UFC		10/10/19	USA	Data, Marketing	UFC is launching UFC Event Centre in partnership with IMG Arena. The new product will take official data from UFC, plus logos, photos and fighter bios, and create a full suite of gambling options for betting operators to incorporate into their apps and sportsbooks.
52	William Hill		Washington Capitals (NHL), Wizards (NBA), Mystics (WNBA)	10/3/19	USA	Market access	William Hill will build a sportsbook inside the Capital One Arena and will be open on days with and without events. William Hill's mobile sports betting app will be available for wagering inside the arena's exclusivity zone.
51	William Hill	NBA		10/2/19	USA	Data, Marketing	The deal makes William Hill an Authorized Sports Betting Operator of the NBA in the U.S. William Hill will have the right to use official NBA betting data and league marks across its mobile platforms and in its sports books throughout the U.S. Additionally, William Hill will be promoted across the NBA's digital assets including

							NBA.com, the NBA app, and the NBA's social media platforms.
50	Greenwood Racing		Philadelphia 76ers (NBA)	10/1/19	USA	Marketing	Parx Casino will sponsor the 76ers' postgame show and display signage throughout the Wells Fargo Center, home of the 76ers. For each 76ers win, Parx will activate promotions and free-play offers on certain games.
49	888 Holdings		New York Jets (NFL)	9/23/19	USA	Marketing	888 Holdings extended its partnership with the New York Jets announced in November 2018. The casino's brand will be visible on the Jets' video board, websites, social media pages and radio shows while the Jets' brand will be on the online casino's site.
48	Cache Creek Casino Resort		San Francisco 49ers (NFL)	9/19/19	USA	Marketing	The multi-year deal includes arena signage and presenting sponsorship of the 49ers pre- and post-game radio show on KNBR 680AM and throughout the 49ers Radio Network.
47	Tabcorp	NFL		9/19/19	International (Australia)	Marketing, Streaming	Tabcorp will be the exclusive Official Wagering Partner of the NFL in Australia. As part of the agreement, Tabcorp and Sky Channel will bring the NFL Network to its commercial network of more than 4,400 pubs, clubs and TAB agencies throughout the country
46	Kindred		New Jersey Devils (NHL)	9/16/19	USA	Marketing	Unibet - Kindred's sports betting brand - will have an in-arena and digital presence at the Devils Prudential Center stadium, and will offer special entertainment and hospitality experiences during match days.

45	Gila River Indian Community		Arizona Cardinals (NFL)	9/4/19	USA	Marketing	Gila River Hotels & Casinos, which has partnered with the Arizona Cardinals for various charity event for years, becomes the the NFL team's Official Hotel and Casino partner. Gila River Hotels & Casinos will broadcast every Cardinals game.
44	Rush Street Interactive		Philadelphia Flyers (NHL)	9/4/19	USA	Marketing	The multi-year deal includes two Sugarhouse-branded, hi-tech sports lounges inside the Wells Fargo Center. The agreement also fincludes advertising inside the arena's bowl and throughout the concourse as well as radio, billboards and digital media placements.
43	Seneca Resorts and Casinos		Buffalo Bills (NFL)	8/30/19	USA	Marketing	Seneca is the exclusive casino partner of the NFL's Buffalo Bills. Any fan who visits a Seneca location within 48 hours of a Bills home game and presents his or her ticket will receive ten bonus entries in the sweepstakes along with free slot play.
42	Oneida Nation		Green Bay Packers (NFL)	8/28/19	USA	Marketing	Oneida Casino becomes the Official Casino of the Green Bay Packers, in an enhancement of their longtime partnership. The casino's brand will be displayed on gates at the Packers' stadium while the casino itself will offer sweepstakes for customers to win Packers tickets.
41	Greenwood Racing		Philadelphia Union (MLS)	8/25/19	USA	Marketing	Parx Casino will have the monopoly when it comes to being the Presenting Partner of the Halftime Show for all locally televised MLS games. There will be people outside of the

							stadium on game days encouraging fans to download the Parx app for sports betting.
40	Swish Analytics	MLB		8/23/19	USA	Data	Swish Analytics, which specializes in proposition betting, becomes the third licenced supplier of MLB real-time betting data to regulated sports betting operators.
39	FanDuel	MLB		8/15/19	USA	Marketing	FanDuel becomes an official gaming partner of MLB. FanDuel will be able to use official MLB data and logos in its online and retail sportsbooks.
38	Gateway	NFL		8/13/19	International (Canada)	Marketing	Gateway Casinos & Entertainment Limited is the Official National Land-Based Casino Partner of the NFL in Canada. Gateway will have the right to use NFL trademarks in Canada to promote their properties and activate around key NFL events including the NFL Draft, Pro Bowl, and Super Bowl.
37	Sportradar	NFL		8/12/19	USA	Data	Sportradar will have exclusive rights to distribute official NFL data to legal sports-betting operators in the U.S. and abroad. Sportradar will also have the rights to distribute live game video to overseas gambling houses to showcase alongside odds.
36	Pechanga Tribe		Los Angeles Rams (NFL)	8/2/19	USA	Marketing	The Pechanga Resort & Casino is designated a halftime presenting sponsor, and media presence in the Rams' radio and television channels before and after games.

35	DraftKings	MLB		7/25/19	USA	Data, Marketing	The deal makes DraftKings an "Authorized Gaming Operator" of MLB that allows its sportsbook to use league logos and have access to official league data.
34	Choctaw Nation		Texas Rangers (MLB)	5/30/19	USA	Marketing	The Choctaw Nation's casino in Durant, OK, will be the official casino and resort sponsor of the Texas Rangers. The agreement includes branding at the Rangers' new Globe Life Field that opens in 2020.
33	Genius Sports	NASCAR		5/3/19	USA	Data	Genius Sport will utilize NASCAR's official data feed to build a live betting product to be sold to legal sportsbooks worldwide.
32	Perform Group	MLB		4/11/19	USA	Data	Perform will supply the official MLB real-time betting data feed in the US, allowing regulated sports betting operators to create new engagement opportunities.
31	William Hill	NHL		3/28/19	USA	Marketing	William Hill will be an official sports betting partner of the NHL. The league will receive marketing revenue from the sportsbook and William Hill can use NHL brands in advertising. The deal does not include any data provisions.
30	Sportradar	USL		3/20/19	USA	Data (integrity)	Sportradar will use its fraud detection system to monitor and analyze all USL competitions, flagging up any concerns to the USL. Sportradar will also provide the USL with a range of educational solutions on the nature and risks of match-fixing and sports manipulation.

29	MGM Resorts	MLS		3/18/19	USA	Data, Marketing	The deal gives MGM Resorts access to enhanced MLS data for fans and sports betting customers. MLS and MGM will also jointly develop a free-to-play game. MGM's branding will also be integrated into the league's social media and online channels.
28	MGM Resorts		Boston Red Sox (MLB)	3/8/19	USA	Marketing	The multi-year agreement designates MGM Resorts as the official and exclusive resort casino of the Boston Red Sox. MGM Resorts will have visible messaging behind home plate, Red Sox radio and other team controlled media outlets.
27	Sportradar	MLB		2/27/19	USA	Data	Sportradar will be exclusive gatekeeper for MLB data in international markets, serving as a middleman for sports-betting operators that want to offer in-game bets on MLB games. In addition to data for sportsbooks, Sportradar will have the rights to distribute live game video to overseas gambling houses to show alongside odds. Sportradar will also have exclusive rights to distribute stats to media partners in the U.S. and abroad.
26	The Stars Group/BetEasy	NBA		2/26/19	International (Australia)	Data & Marketing	BetEasy gets access to NBA official data and marketing materials. The NBA will directly promote BetEasy's products to Australian users, including on the league's official local website, the NBA app and the league's localized social media accounts.

25	Caesars Entertainment	NFL		1/3/19	USA	Marketing	Caesars will have the exclusive right to use NFL trademarks in the US and the UK to promote its properties at key NFL events, including the Super Bowl and NFL Draft. The agreement only includes the casino category and does not cover sports betting, hotels or daily fantasy.
24	Caesars Entertainment		New Orleans Pelicans (NBA), Saints (NFL)	12/19/18	USA	Marketing	The deal allows Harrah's New Orleans to develop customized experiences, in game features, a Saints branded area on property and be designated as an official post-game destination.
23	FanDuel	NBA		12/18/18	USA	Data, Marketing	The deal gives FanDuel access to official NBA betting data and league marks and logos across all FanDuel sports betting platforms.
22	Sportradar	NASCAR		12/11/18	USA	Data (integrity)	Sportradar will deploy its Fraud Detection System (FDS) to monitor all races across NASCAR's three primary circuits. Sportsradar is also developing an integrity program tailored to NASCAR, with the data company's Education and Prevention Services team providing on-site workshops for drivers, teams, stakeholders and officials.
21	The Stars Group	NBA		12/11/18	USA	Data, Marketing	The deal brands BetStars an official gaming partner of the NBA. The company will have the right to use official NBA betting data and league marks and logos across digital sports betting offerings. The NBA will promote The Stars Group across the league's digital assets. In turn, The Stars

							Group will promote the NBA across all gaming platforms.
20	Supermatch	NBA		12/7/18	International (Uruguay)	Data & Marketing	Supermatch, Uruguay's national lottery, becomes the official gaming partner of the NBA and will promote the partnership throughout Uruguay. Supermatch can use official NBA data and branding across its land-based and digital sports betting services and the two parties will also work together on initiatives to protect the integrity of NBA games.
19	Genius Sports	NBA		11/28/18	USA	Data	Genius Sports will have non-exclusive rights to distribute official NBA betting data to licensed sports betting operators in the US.
18	Sportradar	NBA		11/28/18	USA	Data	Sportradar will have non-exclusive rights to distribute official NBA betting data to licensed sports betting operators in the US.
17	MGM Resorts	MLB		11/27/18	USA	Data & Marketing	MGM sportsbooks will utilize MLB's official statistics feed and have access to enhanced stats on an exclusive basis. MLB intellectual property, like league and team logos, will appear in MGM advertising and at the company's sportsbooks. MGM also will have a presence at the All-Star Game and World Series. MLB and MGM will work together on responsible gaming measures and efforts to protect game integrity. The

							partnership will extend internationally to Japan.
16	IMG Arena	PGA Tour		11/19/18	USA	Data	IMG Arena will distribute PGA data to sports media companies, news services and other organizations worldwide. The deal gives IMG the exclusive right to sell official data and selected live video to international regulated sports betting and gaming markets. The deal was expanded in September 2019 to include betting sector exclusivity for the delivery of live, shot-by-shot match and event data to global operators.
15	Chickasaw Nation		Complexity Gaming (esports)	11/13/18	USA	Marketing	The partnership makes WinStar the exclusive casino sponsor for Complexity Gaming, marking the first time that a U.S. esports organization has designated a casino as its official sponsor.
14	Francaise des Jeux	NBA		11/13/18	International (France)	Data, Marketing	France's national lottery, Francaise des Jeux (FDJ), is allowed to use official league data, promote branding across land-based and digital platforms. FDJ and the NBA will also partner on best-in-class practices to protect the integrity of NBA games.
13	FanDuel		New Jersey Devils (NHL)	11/5/18	USA	Marketing	FanDuel's logo will be embedded in the ice at the Prudential Center and will also integrate its brand across social media and other digital platforms.

12	FanDuel	NHL		11/5/18	USA	Marketing	FanDuel becomes the official daily fantasy sports and sports betting partner of the NHL through its FanDuel Sportsbook.
11	Caesars Entertainment		Las Vegas Raiders (NFL)	11/1/18	USA	Marketing	Caesars' 15-year partnership with the Raiders will earn the company branded stadium entrances as well as suites and digital signage. However, the deal does not include naming rights to the new stadium.
10	MGM Resorts		New York Jets (NFL)	10/31/18	USA	Marketing	The Jets will promote MGM's land-based casinos and the Play MGM online gaming platform and mobile app. MGM will sponsor a mobile play-along predictive game on the Jets' app and will sponsor the Jets multimedia studio. Stadium signage, social and digital sponsorship and TV and radio ads are also included.
9	Caesars Entertainment		New Jersey Devils (NHL)	10/30/18	USA	Marketing	The Devils will promote Caesars at the Prudential Center and open Caesars Club, a 5,000 square-foot restaurant and bar at the Prudential Center. Caesars Club will run special promotions and activations for CZR's mobile casino and sports betting app.
8	Caesars Entertainment		Philadelphia 76ers (NBA)	10/30/18	USA	Marketing	76ers will promote Caesars inside the Wells Fargo Center, including in-game promotions to win trips to Caesars Atlantic City or the LINQ in Las Vegas. Caesars Club will also run special promotions and activations for Caesar's mobile casino and sports betting app.

7	MGM Resorts	NHL		10/29/18	USA	Data, Marketing	MGM becomes official Sports Betting Partner Of The NHL. The deal grants MGM access to NHL intellectual property, including use of official league data. MGM Resorts will also reach NHL fans through communications to NHL's fan database that will market MGM Resorts' portfolio of destination resort brands.
6	William Hill		New Jersey Devils (NHL)	10/25/18	USA	Marketing	Creates The William Hill Sports Lounge within Prudential Center, which is not a sportsbook but a space where fans can hang out while using mobile betting platforms. A separate agreement between William Hill and MSG Networks enables broadcasts of Devils games.
5	Caesars Entertainment		Baltimore Ravens (NFL)	10/19/18	USA	Marketing	The multi-year marketing deal brands Horseshoe Baltimore as an "official casino partner" to the Ravens.
4	PlayAGS		Vegas Golden Knights (NHL)	10/1/18	USA	Marketing	The deal creates a new "play of the game" feature that will be integrated into Golden Knights home games.
3	William Hill		Vegas Golden Knights (NHL)	9/18/18	USA	Marketing	As part of the deal, William Hill advertisements will appear on rink dashboards and signage at the T-Mobile Arena. Updated NHL odds will appear on the jumbotron between periods, which will be called the "William Hill Line Change."

2	Chickasaw Nation		Dallas Cowboys (NFL)	9/6/18	USA	Marketing	WinStar World is entitled to use Dallas Cowboys logos and marks as part of their own promotions.
1	MGM Resorts	NBA		7/31/18	USA	Data, Marketing	MGM gets the rights to NBA league and team logos, highlights, access to the official league data feed and the tag of being the "official gaming partner" of the NBA and WNBA. The deal is reportedly for three years and \$25 million.