

32Red Online Casino Announce Sponsorship Deal With Swansea City Football Club



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32Red Plc and Swansea City FC has announced a partnership that will see the award-winning online gaming firm become the South Wales club's official shirt and gaming sponsors.

The two-year sponsorship deal will see the 32Red.com logo placed on the front of the Swans' home and away shirts, while the Gibraltar-based company will also become the club's official online gaming partner.

32Red Online Casino offers players over 350 unique [casino games](#) and a choice of welcome bonuses and monthly rewards. The poker site provides thousands of poker tables where players can enjoy games of Texas Hold 'Em, Omaha poker and more, in addition to [online bingo](#) and a [mobile phone casino](#).

The deal also reverses the current trend of an increasing number of professional football clubs failing to secure shirt sponsorship in today's difficult financial climate. Swansea City's vice-chairman, Leigh Dineen, was delighted to secure 32Red Casino as club sponsor, especially as 32Red's previous shirt deal was with Premier League Club Aston Villa.



"It shows how far the club has come," explained Dineen. "32Red was talking to a number of other football clubs, including some in the Premiership, about shirt sponsorship but we are delighted to become their chosen partners in football. We are now a Championship club with a Premiership sponsor - and that's something we are very proud of."

Dineen added: "It was also encouraging to see a number of companies express an interest in becoming our main sponsor. There were some very interesting discussions

over the course of last season, but 32Red was without doubt the best deal for us. It is a modern company with global reach, has pro-active ideas and will help us spread the Swans message to the international stage. We are really excited about working with them and I'm sure we will make a great team."

The deal also represents an exciting and potentially lucrative opportunity for the club to share revenue drawn from 32Red's online casino, poker and betting services. The club will be announcing some exciting initiatives on this link for its official website and supporters on July 1.

Ed Ware, CEO of 32Red, said: "We are thrilled to be partnering with Swansea City, one of the most exciting clubs in the Championship. Swansea has become a highly progressive team over recent seasons and we are looking forward to an exciting time as the club's main sponsor.

"The deal means we will once again raise our profile throughout the UK by becoming part of the football scene. And, thanks to the increased media coverage of the Championship, we expect our tie up with the Swans to deliver significant interest in our award-winning [online casino](#)."

The sponsorship deal was facilitated with the help of Jim White and his commercial consultancy company, The Changing Face, and David Little of Magrath and Co in London. Both are avid Swans fans.

About

32Red

Plc:

32Red is the six times winner of the Best Casino title awarded by watchdog and player advocate, Casinomeister. 32Red is renowned for providing industry-leading levels of support to players and for its 350 casino games, including over 250 [online slots](#), online roulette and more.

Over 80% of 32Red's players are from the UK and 32Red is licensed and regulated by the Government of Gibraltar. The Company operates 32Red Casino, 32Red Poker, 32Red Mobile, 32Red Affiliates and DashCasino.com. 32Red Casino is committed to responsible gambling and ensures the company adheres fully to UK law. 32Red Plc listed on the London Stock Exchange in September 2005.

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