

Fortuna becomes a new partner of the Czech football including the national team and in two years also of the 1st league

Prague – The sports betting operator Fortuna („Fortuna“ or „the Company“) becomes the sponsor of the Czech football across all competition categories. Thanks to the deal with the Czech Football Association, Fortuna newly becomes a partner of the Czech national football team, Mol cup, Super Cup and will give its name to the second highest football league, Czech Football League, Moravian–Silesian Football League, division and regional leagues. The Company will further support also the lower leagues. From the season 2018/19 it will also become the main sponsor of the 1st football league.

The sponsorship agreement was signed for the period of six years with the effect from the date of the agreement (with the exception of the 1st league) and the funding has also commenced effective the date of the agreement. Financial terms of the deal shall not be commented based on the agreement of both parties. The highest football league – the 1st league- shall be bear the Fortuna’s name starting from the season 2018/19 after the agreement with the current partner expires.

The football is the key sport for Fortuna, more than a half of all bets goes to football. The FIFA World Cup is always the most betted sport event of the year. The highest Czech football league is the most demanded football competition after the English Premier League.

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