


Mancity – 8xbet announcement

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Club | Etihad Stadium

8XBET

MANCHESTER CITY ANNOUNCE REGIONAL PARTNERSHIP WITH 8XBET

Manchester City and 8Xbet have today announced a new regional partnership that will see the brand become the Official Betting Partner of the club in Asia.

8Xbet was founded in 2018 and the international sports bookmaker aims to provide customers in the region with high quality, unique and engaging experiences. It will collaborate with Manchester City to produce a number of content pieces throughout the partnership.

As part of the new agreement, 8Xbet, which is licensed and regulated in Great Britain by the Gambling Commission, will also have exposure through LED in the Etihad Stadium and a regional presence in Asia across digital assets and the club's Cityzens platform.

Tom Boyle, Vice-President, Global Partnerships Marketing and Operations, City Football Group, said: "We are delighted to welcome 8Xbet as a regional partner of Manchester City today. 8Xbet shares our commitment to entertaining and providing great experiences to customers and fans alike. The new partnership provides the club an opportunity to further increase our presence across the region and we look forward to working with 8Xbet."

Ryan Li, Founder of 8Xbet, said: "It is a huge honour to partner with Manchester City – we are delighted to have secured our first-ever football club partnership with one of the biggest teams in the world. As Premier League Champions in four of the last five years, City have a huge following in Asia, and we are excited to work together to bring exclusive content to fans in the region."

