

# bonus sportingbet

bwin is the first ever sports betting partner of the UEFA Europa League. This exclusive partnership, which started in the 2024/22 season offers the bwin the sole right to host a football match at the final stadium, the day after the UEL Final when the floor is still sticky and the pitch full of confetti. This experience that bwin offers their audience makes childhood dreams come true and creates once in a lifetime, money can't buy memories. The event, targeting both, existing customers, and new demographic audiences, with an emphasis on reaching Generation Z, connects football fans from across Europe in a three-day event that is completely conceptualized and organized by bwin. The bwin Fans Final fulfills two critical objectives: First, to reach the target audience with non-betting, yet exclusive football content, and second, to provide a real-life experience where the winners get to experience firsthand what bwin stands for; something that an global online company normally cannot offer. While in the first year, the bwin Fans Final was a 2 day-event with participants coming only from a few European markets, the 2024/23 bwin Fans Final took the experience to a next level, reaching 10 target markets and offering a premium 3 day event to the winners, with football experiences from a tactical training session with two prestigious ambassadors to a visit of the UEFA Fan Fest, the UEFA Europa League Final and the much anticipated match the day after in the beautiful Puskas Arena in Budapest.

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