

# bullsbet oficial

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&lt;p&gt;English top-flight soccer clubs Chelsea and Liverpool have ended their partnerships with 1xBet, a week after fellow Premier League &#128079; side Tottenham Hotspur chose to cut ties with the online betting company.&lt;/p&gt;

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&lt;p&gt;The two clubs had only signed deals with 1xBet &#128079; in July but have now ended their respective deals with immediate effect after string of allegations against the gambling brand. &#128079; These included taking bets on children's sports, advertising on illegal websites, cockfighting live streams and promoting a casino featuring topless &#128079; croupiers. It subsequently suspended its advertising activity in the UK.&lt;/p&gt;

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&lt;p&gt;Both Liverpool and Chelsea had been contacted by the Gambling Commission, &#128079; the UK's betting regulator, warning them any promotion of 1xBet in the country could be considered unlawful, leading to heavy &#128079; fines and imprisonment.&lt;/p&gt;

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&lt;p&gt;Official global betting partner is a significant sponsorship category for Premier League clubs and 1xBet held that designation &#128079; with Liverpool. Although no figures were reported around the Reds' now-terminated contract, the club's previous deal with BetVictor paid in &#128079; the region of UK&#163;8 million annually, although that did include sponsorship of the club's training kit.&lt;/p&gt;

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&lt;p&gt;Sponsorship&lt;/p&gt;

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&lt;p&gt;Staying in the Premier League, &#128079; Brighton and Hove Albion have signed a new sponsorship deal with Oliver & Graimes (O&G), the club's creative marketing partner. &#128079; O&G, which has been a partner at Brighton for ten years, has signed with the club for another two years.&lt;/p&gt;

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&lt;p&gt;Elsewhere, &#128079; the Football Association (FA), the national soccer governing body in England, has launched a three-year partnership with the Pokemon Company &#128079; International to help increase participation in its National Futsal Programme.&lt;/p&gt;

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&lt;p&gt;Spanish top-tier soccer side Valencia have named Skoda as a premium &#128079; sponsor until the 2024/21 season, replacing Alfa Romeo.&lt;/p&gt;

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&lt;p&gt;Dutch companies Gasunie, Shell Netherlands, Remeha, Stedin Group, Port of Amsterdam and Groningen &#128079; Seaports have teamed up to sponsor the Netherlands Olympic Committee (NOC), in the lead-up to the Tokyo 2024 Olympic Games