



# Sponsorship Benchmark LaLiga 20/21

In collaboration with:





# INTRODUCTION & INDEX:

**CA SPORTS MARKETING** has elaborated this report in collaboration with LaLiga to analyse the current sponsorship situation of the competition itself and the situation of the clubs in both first and second division.

## Relevant information:

- » Industries that are investing
- » Different strategies the brands follow
- » Technical partners landscape
- » Regional sponsors and markets where LaLiga is growing
- » Comparison with last year's situation
- » Impact of betting and gambling sponsorship regulations



03-06

LaLiga: Global and regional sponsors

07-09

Top 5 industries & Top 3 brands  
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Conclusions & Notes

*This document has interactive navigation, press the elements  
in rounded boxes to navigate the pages.*



> LaLiga  
NAMING PARTNER:



> LaLiga  
GLOBAL PARTNERS:



> **LaLiga**  
**REGIONAL PARTNERS:**





## > NATIONAL PARTNERS

**Danone** » Official Supplier  
**El Corte Inglés** » Official Sponsor  
**Mail Boxes ETC** » Official Supplier  
**Marqués Del Atrio** » Official Product  
**Sportium** » Official Betting  
**Telepizza** » Official Sponsor  
**Renfe** » Official Transport  
**Mazda** » Official Sponsor  
**Allianz** » Official Sponsor

## > REGIONAL and LOCAL PARTNERS

### > NORTH AMERICA:

**Verizon** » Official Regional Partner (USA)  
**StageFront** » Official Hospitality Partner of LaLiga North America (USA)  
**Camarena** » Official Tequila of LaLiga North America (USA)  
**Herbalife** » Official Regional Partner (USA & Canada)  
**PointsBet** » Official Regional Partner (USA)  
**Fanatiz** » Official Partner of LaLiga North America (USA and Canada)

### > LATAM:

**Total** » Official Sponsor in Argentina  
**Pepsi** » Official Sponsor in Guatemala  
**Shell** » Official Sponsor in Mexico



## > AFRICA + MIDDLE EAST:

**GBFoods** » Official Regional Partner (Argentina, Nigeria, Ghana, Mali, Senegal, Burkina Faso, Guinea Conakry, Somalia and Madagascar)  
**Orange** » Official Regional Partner (Egypt)  
**Hollywood Bets** » Official Regional Partner (South Africa and Mozambique)  
**MBet** » Official Regional Partner (East Africa)

## > ASIA:

**M88** » Official Regional Partner (Asia)  
**GCOX** » Official Regional Partner (China and SEA region)  
**PariMatch** » Official Betting in CIS region (Russia, Kazakhstan, Tajikistan, Ukraine, Uzbekistan, Kazajistán)  
**Dream11** » Official Regional Partner (India)  
**OlahBola** » Official Regional Partner (Indonesia, Thailand and Malaysia)  
**HIS** » Official Partner in Japan  
**China Mobile** » Official Sponsor of LaLiga in China

## > INSIGHTS LaLiga PARTNERS:

» **New sectors have become important after the COVID-19:**



SYNLAB, allowing LaLiga to provide more security to the players and staff with the different SYNLAB services.



IQONIQ, the fan engagement ecosystem that will connect LaLiga fans with the competition, their clubs and idols in multiple ways.



### » In Africa + Middle East

LaLiga has new players compared to last season, specially within the betting industry. Special mention to Hollywood bets in South Africa where it is starting to generate incomes due to its presence with LaLiga offices in Sandton, Johannesburg.



### » In LATAM

Despite having decreased the total amount of regional sponsors in LATAM, LaLiga is growing in key markets such as Argentina and Mexico, two of the most important countries in terms of football markets.



### » In USA

USA is showing an increase in its interest in football (soccer) and the consequences are 3 new partners signed in the region: Camarena Tequila, Fanatiz and Pointsbet.



### » In Asia

Is increasing the interest for partnerships that connect with the local fan, with Dream11 and OlahBola becoming the official entertainment and sports app partners.

### » LaLiga Xtra:



A new LaLiga project in collaboration with Mondia to create content through responsive landing pages. The agreement have involved 20 telecom companies with 16 of them in Africa and 4 in the MENA region.

### » Parimatch:



Parimatch has been active signing partnerships across different leagues and sports. In this case LaLiga has recently achieved an agreement as a regional sponsor for the CIS region, including 15 countries.

TOP **SECTORS** WITH THE MOST REGIONAL PARTNERSHIPS:

6

### » Betting Partners

Spain, Asia, Africa and USA

3

### » Apps & platforms:

Asia and USA

2

### » Connectivity: USA and Africa

» Gas station: LATAM





[Click to go](#)



[Click to go](#)



# TOP 5 INDUSTRIES & TOP 3 BRANDS:



Banking (45)



Retail (42)



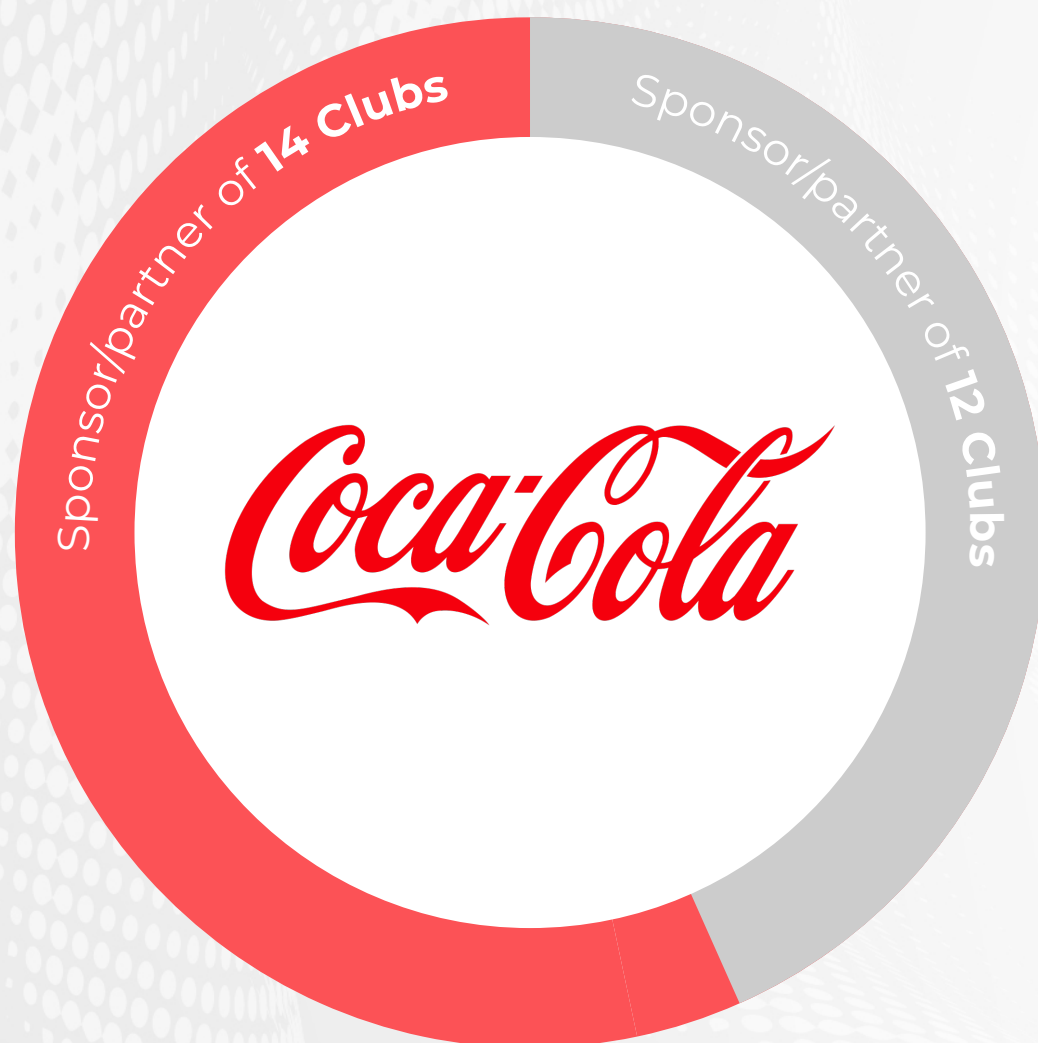
Betting (34)



Beer (33)



Soft Drinks (27)



-2 vs 19/20

-2 vs 19/20



-1 vs 19/20

+1 vs 19/20



+2 vs 19/20



LaLiga Santander



LaLiga SmartBank

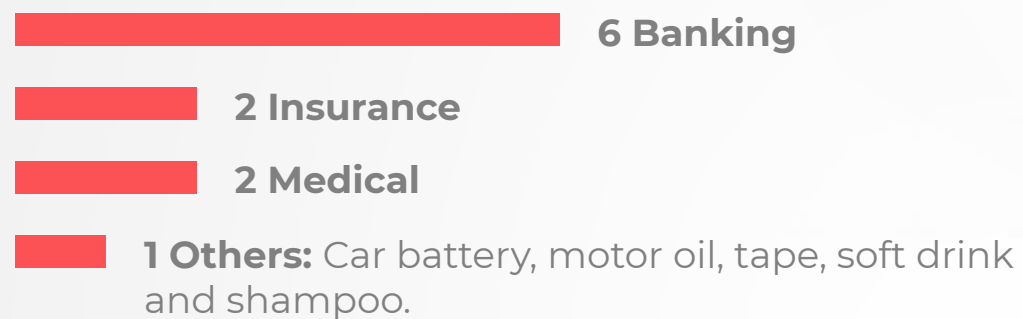




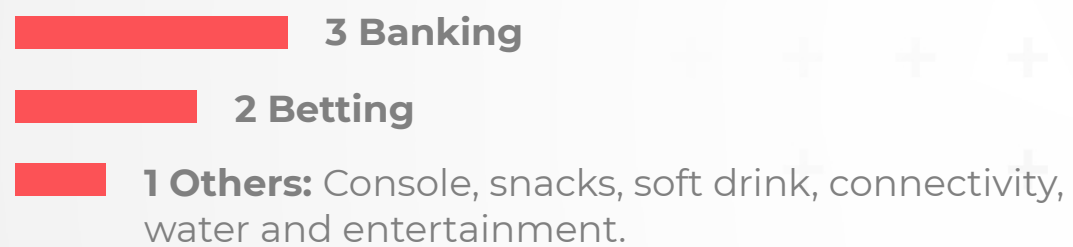
## CLUBS WITH REGIONAL PARTNERS:



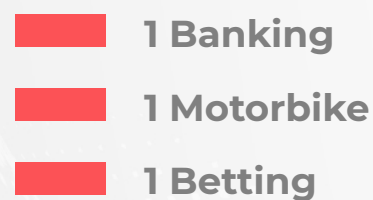
15



11



3



1



1



## CLUBS WITH NAMING PARTNERS/SPONSORS:



5

**Stadium main sponsors:**

PORCELANOSA

**PAMESA**  
ceramica

ARGENTA

FERRO

TORRECID



1

**Stadium naming partner:**

万达 WANDA



1

**Stadium naming partner:**

//ABANCA



1

**Stadium naming partner:**

REALE SEGUROS



1

**Stadium naming partner :**

Mallorca  
Illes Balears

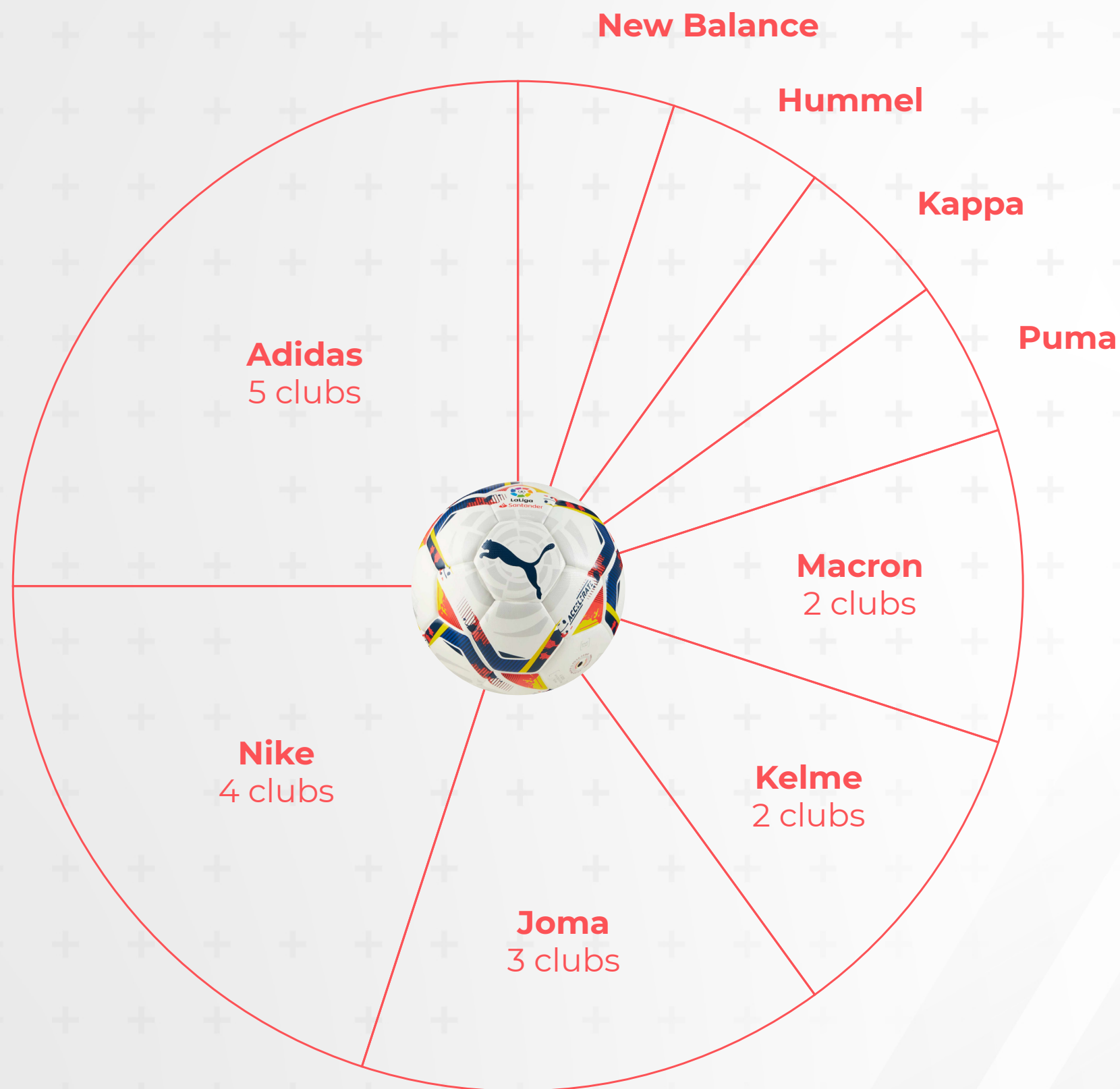


**LaLiga**  
 **Santander**





# TECHNICAL PARTNERS in LaLiga Santander:



Technical partner



## TOP 3 VS 19/20



+2



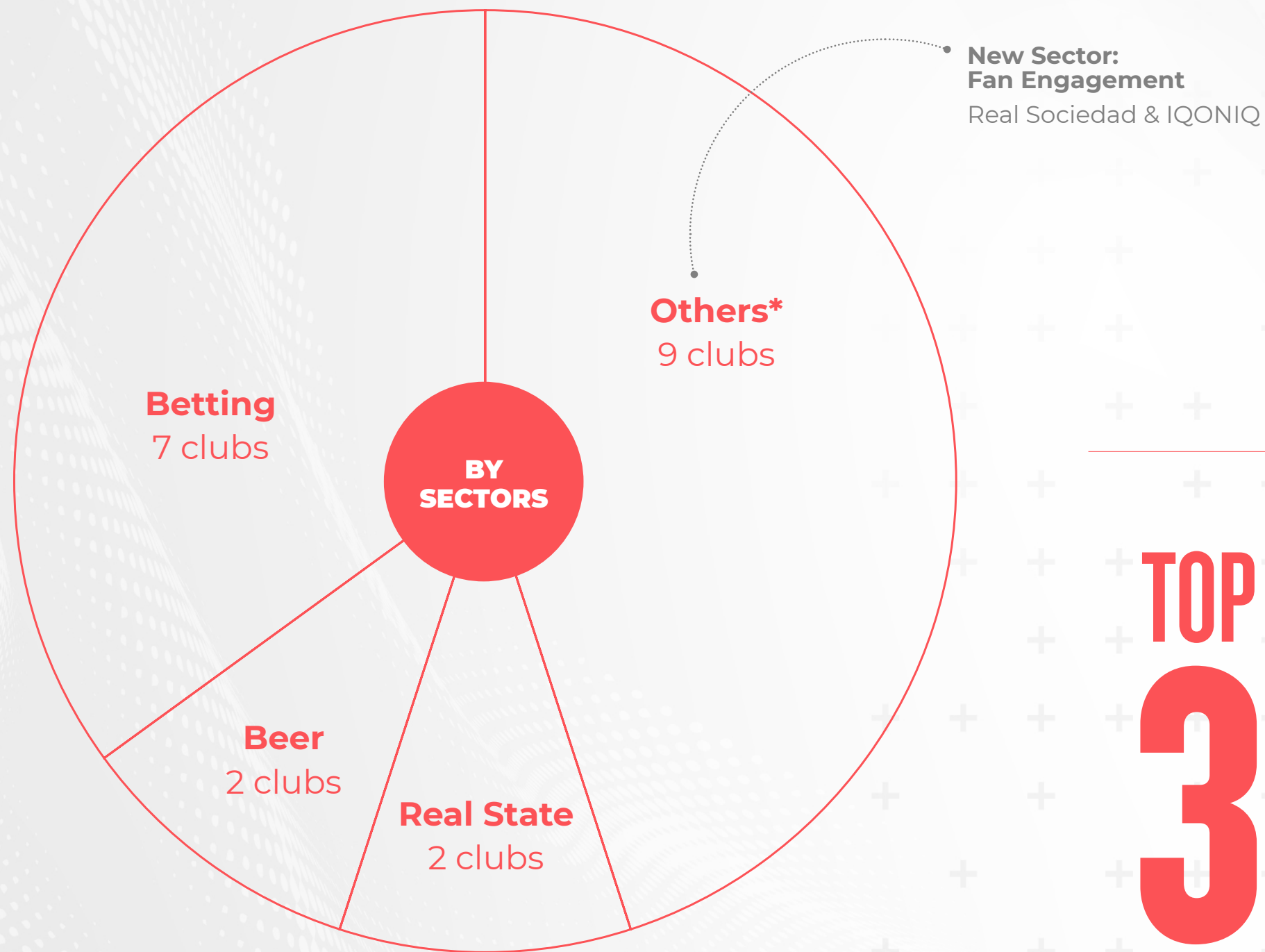
+0



-1



# > MAIN SPONSOR in LaLiga Santander:



Main  
Sponsor



TOP  
3  
VS 19/20

**Betting**  
7 clubs

-1

**betway**  
(3 clubs)

**bwin**

**dafabet**  
**MARATHON**  
BET

**WINAMAX**

**Beer**  
2 clubs

+1

**Estrella  
Galicia**  
00

(2 clubs)

**Real State**  
2 clubs

+0

**TECNOGASA**  
FRANCHISING NETWORK

**TM**  
Grupo Inmobiliario

(\*) Banking, trading, construction materials, tourism, airlines, fan engagement, energy, entertainment and food.



> **SLEEVE SPONSOR**  
in LaLiga Santander:



Sleeve  
sponsor

TOP  
**SECTOR**  
INSURANCE



(3 clubs)

## > CLUBS WITH LESS SPONSORS ON THEIR KITS



\*Without counting the technical sponsor

## > CLUBS WITH THE MOST SPONSORS ON THEIR KITS





# > NEW BETTING ADVERTISING REGULATIONS in LaLiga Santander:

18

Total

Clubs in LaLiga Santander  
affected by the new betting  
advertising regulations:

FC Barcelona  
Real Madrid  
Athletic Club  
CA Osasuna  
Elche CF  
RC Celta  
Villarreal  
SD Eibar  
Real Valladolid CF  
Getafe CF

Sevilla FC  
Valencia CF  
Real Betis  
Cádiz CF  
D. Alavés  
Levante UD  
Granada

10

Official  
Sponsor

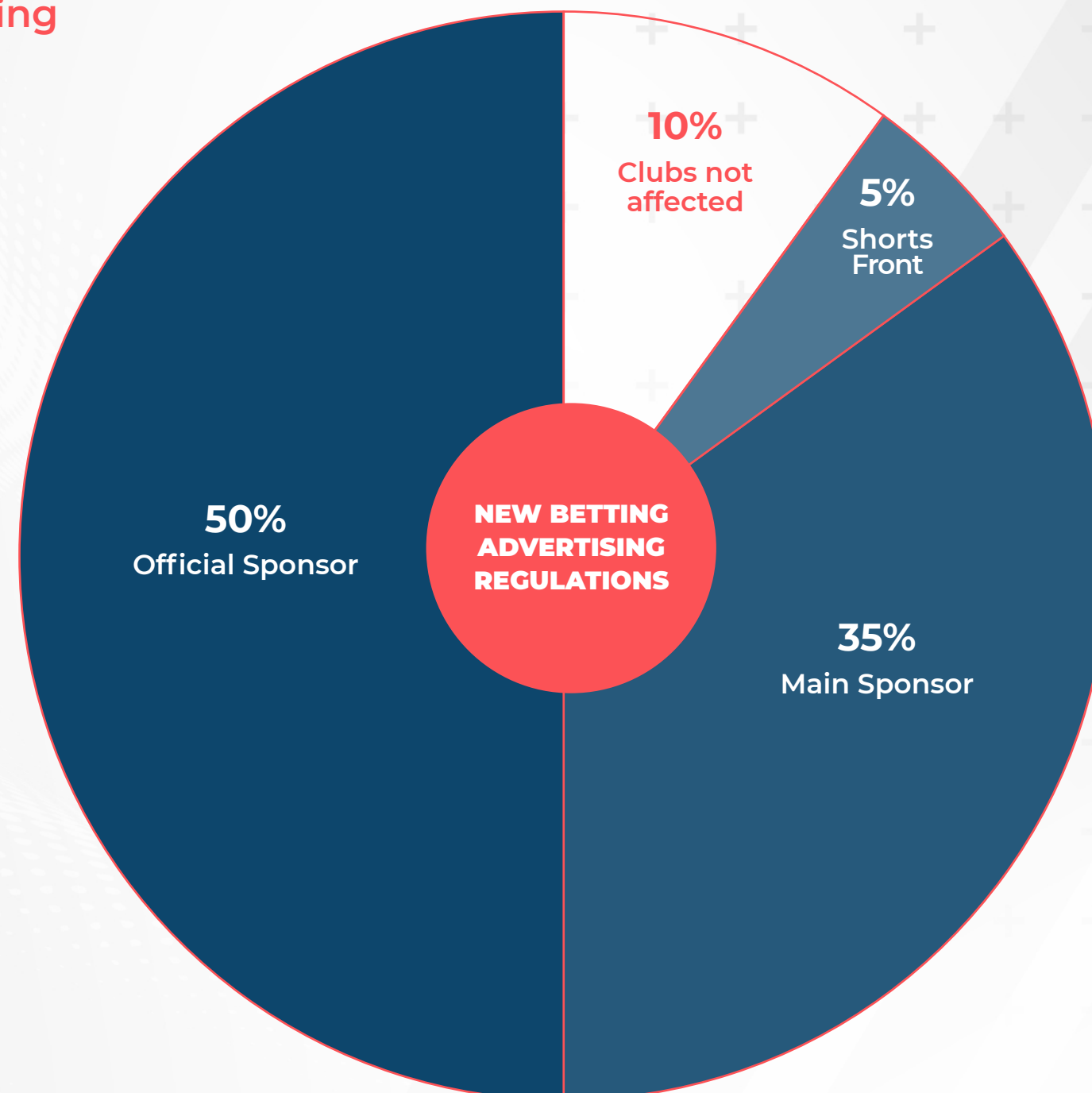
7

Main  
Sponsor

1

Shorts Front

Atlético de Madrid



2

Total

Clubs in LaLiga Santander  
not affected by the new betting  
advertising regulations:

SD Huesca  
Real Sociedad



Select the club to go to the file



Athletic Club



Atlético de Madrid



CA Osasuna



Cádiz CF



D. Alavés



Elche CF



FC Barcelona



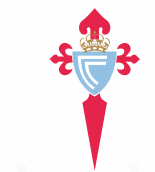
Getafe CF



Granada CF



Levante UD



RC Celta



Real Betis



Real Madrid



Real Sociedad



Real Valladolid CF



SD Eibar



SD Huesca



Sevilla FC



Valencia CF



Villarreal CF





ATHLETIC  
CLUB

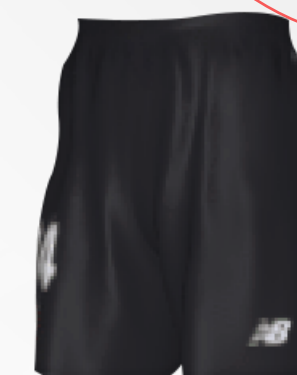


## > PREMIUM SPONSORS

San Miguel » Official Beer Sponsor  
IMQ » Official Medical Insurance Sponsor  
Bet365 » Official Betting Sponsor  
Petronor » Official Energy Sponsor  
EA Sports » Official Videogaming Sponsor



Technical  
Partner



Main  
Sponsor

## > OFFICIAL SPONSORS

Euskaltel » Official Connectivity Sponsor  
B the Travel Brand » Official Travel Agency Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
BBK » Official Banking Foundation Sponsor

01

ALL CLUBS

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ATLÉTICO  
DE MADRID

## > OFFICIAL PARTNERS

Mahou » Official Beer Partner  
Caixabank » Official Bank Partner  
Socios.com » Official Token Partner  
EA Sports » Official Videogaming Partner  
TD Systems » Official TV Partner  
Coca-Cola » Official Soft Drink Partner  
Acronis » Official Cybersecurity Partner  
Philipp Plein » Official Formal Wear Partner  
ROWE » Official Motor Oil Partner

## > REGIONAL SPONSORS

Hero » Regional Motorbike Partner  
Nibank » Regional Bank Partner  
BBIN » Regional iGaming Partner

## > STADIUM PARTNER (NAMING)



ALL CLUBS



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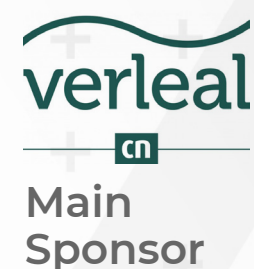
CA  
OSASUNA

03

## > OFFICIAL SPONSORS

Caixabank » Official Bank Sponsor  
Lacturale » Official Food Sponsor (Dairy Products)  
Coca-Cola » Official Soft Drink Sponsor  
San Miguel » Official Beer Sponsor  
Volkswagen Sagamóvil » Official Automotive Sponsor  
Acunsa » Official Insurance Sponsor  
Bet365 » Official Betting Sponsor

ALL CLUBS



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CÁDIZ  
CF



## > PREMIUM PARTNERS

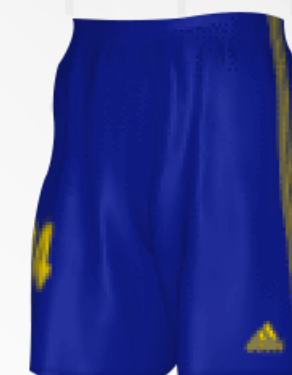
Catering el Faro » Official Catering Partner  
Petaca Chico » Official Food Partner (Fish & Seafood)  
Europea Group » Official IT Partner  
Caixabank » Official Bank Partner

04

## > OFFICIAL PARTNERS

Nautalia Viajes » Official Travel Agency Partner  
Asisa » Official Medical Insurance Partner  
BP » Official Gas Station Partner  
Clínica Dental Copano » Official Dental Clinic Partner  
Barbadillo » Official Wine Partner  
BeSoccer » Official Soccer News Partner

  
adidas®  
Technical  
Partner



 **dafabet**

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Sponsor

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D.  
ALAVÉS

## > OFFICIAL SPONSORS

Caixabank » Official Bank Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
Ambar » Official Beer Sponsor  
Ingevel » Official Window Constructor Sponsor  
IMQ » Official Medical Sponsor  
El Correo » Official Press Media Sponsor  
AXA » Official Insurance Sponsor  
D's Damat » Official Formal Wear Sponsor  
Barymont » Official Financial Sponsor  
Fotters » Official Tv Media Sponsor  
Eleyco » Official Events Organizer Sponsor  
TD Systems » Official Electronic Devices Sponsor  
Guuk » Official Connectivity Sponsor

05

ALL CLUBS



  
**KELME**  
Technical  
Partner

**betway**  
Main  
Sponsor

  
Shorts  
(Front)



*Exiom*  
**FOOD**  
Sleeve

**ZOTAPAY**  
Below bib  
(Back)



**innJOO**  
Shorts  
(Back)



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## > OFFICIAL PARTNERS

Caixabank » Official Bank Partner  
Pikolinos » Official Footwear Partner  
Universitas Miguel Hernández » Official University Partner  
Bet365 » Official Betting Partner

  
**hummel**  
Technical  
Partner

  
Grupo Inmobiliario  
Main  
Sponsor



**SFIDANTE**  
Sleeve







FC  
BARCELONA

## > GLOBAL PARTNERS

1XBET » Official Betting Partner  
Estrella Damm » Official Beer Partner  
FBS » Official Trading Partner  
Konami » Official Video Gaming Partner  
Nestlé (Nesquik/Milo) » Official Cacao Malt Beverage Partner  
Cupra » Official Automotive And Mobility Partner  
Oppo » Official Mobile Device Partner  
Stanley » Official Tools & Security Partner  
Gatorade » Official Sports Nutrition Partner  
Chiliz » Official Fan Token Partner  
Thom Browne » Official Formal Wear Partner

07

ALL CLUBS

> REGIONAL PARTNERS



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Partner



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**Rakuten**

Main  
Sponsor



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FC  
BARCELONA

## > REGIONAL PARTNERS

Caixabank » Premium Banking Partner  
Assistència Sanitària » Medical Partner  
Allianz » Official Insurance Partner  
SK Lubricants » Motor Oil Partner  
Scotiabank » Banking Partner  
Yunnan Baiyao » Regional Partner  
Taiping Life Insurance » Insurance Partner  
Coca-Cola » Soft Drinks Partner  
Rakbank » Banking Partner  
Sebang/Rocket » Official Car Battery Partner  
Maybank » Banking Partner  
SHB » Banking Partner  
Banco BMG » Official Banking Partner in Brazil  
Head&Shoulders » Shampoo Partner  
Nichiban » Tape Partner

07

ALL CLUBS

> GLOBAL PARTNERS



Technical  
Partner



Sleeve



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Sponsor



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GETAFE  
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## > OFFICIAL SPONSORS

Bioshelter Viajes » Official Travel Agency Sponsor  
Caixabank » Official Bank Sponsor  
Casa de Pías » Official Catering Sponsor  
Tibermotor Sur Volvo » Official Automotive Sponsor  
Bet365 » Official Betting Sponsor

**joma**  
Technical  
Partner

**REALE  
SEGUROS**  
Sleeve

**TECNOCASA**  
FRANCHISING NETWORK  
Main  
Sponsor

*El Brillante*  
Shorts  
(Back)

**TEJADA'S FOREVER**  
EXTINTORES Y SUMINISTROS  
Shorts  
(Front)

ALL CLUBS

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GRANADA  
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## > PREMIUM SPONSORS

Puleva » Official Chocolate Milkshake Sponsor  
Alhambra » Official Beer Sponsor

## > OFFICIAL SPONSORS

Coca-Cola » Official Soft Drink Sponsor  
Caixabank » Official Bank Sponsor







LEVANTE  
UD

## > GOLD SPONSORS

Levante Motor Seat » Official Automotive Sponsor  
Caixabank » Official Bank Sponsor  
Coca-Cola » Official Soft Drink Sponsor

## > SILVER SPONSORS

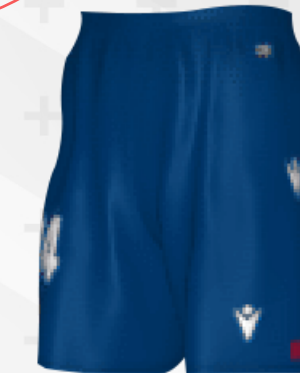
Amstel » Official Beer Sponsor  
Asisa » Official Medical Sponsor  
Nautalia Viajes » Official Travel Agency Sponsor

ALL CLUBS



**macron**  
Technical  
Partner

**betway**  
Main  
Sponsor



**BALEARIA**  
Above bib  
(Back)

**sesderma**  
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(Back)

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RC  
CELTA

## > OFFICIAL SPONSORS

Betway » Official Betting Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
Cabreiroá » Official Bio Isotonic Sponsor  
Raw » Official Water Sponsor  
Xenera » Official Energy Sponsor  
Besoccer » Official Soccer News Sponsor  
Dr&N » Official Retail Sponsor  
Monbus » Official Transport Sponsor  
Halcón Viajes » Official Travel Agency Sponsor  
Celta Mobile » Official Mobile Operator Sponsor  
BMW Celtamotor » Official Car Sponsor

## > STADIUM PARTNER (NAMING)

//ABANCA

ALL CLUBS



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Technical  
Partner

Estrella  
Galicia  
00  
Main  
Sponsor



Maldives  
...The sunny side of life  
Sleeve

//ABANCA  
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(Back)



Grupo  
Recalvi  
Shorts  
(Back)



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REAL  
BETIS

## > OFFICIAL SPONSORS

Vitaldent » Official Dental Clinic Sponsor  
Caixabank » Official Bank Sponsor  
Cruzcampo » Official Beer Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
Coosur » Official Olive Oil Sponsor  
Asisa » Official Medical Sponsor  
Fontarel » Official Water Sponsor

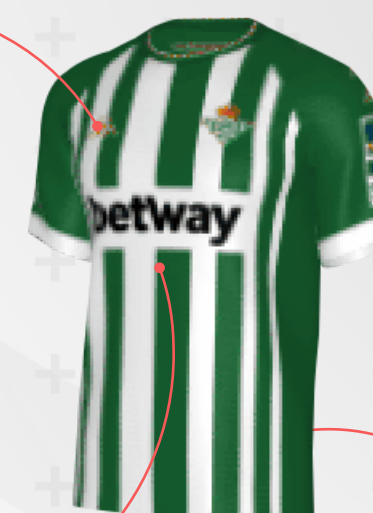
## > REGIONAL SPONSORS

RB88 » Regional Betting Sponsor

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Partner



Sleeve

FOREVER GREEN

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betway

Main  
Sponsor



Shorts  
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MADRID

## > GLOBAL SPONSORS

Nivea Men » Official Body Care Sponsor  
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Mahou » Official Beer Sponsor  
EasyMarkets » Official Trading Sponsor  
Palladium » Official Hotel Sponsor  
EA Sports » Official Video Gaming Sponsor  
Hugo Boss » Official Formal Wear Sponsor  
Theragun » Official Therapy Massage Sponsor

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## > REGIONAL SPONSORS

Movistar » Regional Connectivity Sponsor  
Liberbank » Regional Bank Sponsor  
PlayStation » Regional Console Sponsor  
Sanitas » Regional Medical Sponsor  
Coca-Cola » Regional Soft Drink Sponsor  
Solan de Cabras » Regional Water Sponsor  
Invex » Regional Bank Sponsor  
China Citic Bank » Regional Bank Sponsor  
KOK Sports » Regional Entertainment Sponsor  
Codere » Regional Betting Sponsor  
Dua Kelinci » Regional Snacks Sponsor

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**adidas**  
Technical  
Partner



**Emirates**  
*FLY BETTER*

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Sponsor

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REAL  
SOCIEDAD

## > EXCLUSIVE PARTNERS

Coca-Cola » Official Soft Drink Partner

Keler » Official Beer Partner

Euskaltel » Official Telecommunications Partner

## > STADIUM PARTNER (NAMING)



ALL CLUBS



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Technical  
Partner

IQONIQ  
Main  
Sponsor



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SEGUROS  
Sleeve

kutxabank  
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REAL  
VALLADOLID CF


## > OFFICIAL SPONSORS

Coca-Cola » Official Soft Drink Sponsor  
BMW Fuenteolid » Official Automotive Sponsor  
Meléndez » Official Food Sponsor (Potatoes)  
Caixabank » Official Bank Sponsor  
Bet365 » Official Betting Sponsor

ALL CLUBS



  
adidas®  
Technical  
Partner

  
Main  
Sponsor

  
Inexo®  
EMPRESA CONSTRUCTORA  
Shorts  
(Front)



  
Sleeve



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SD  
EIBAR

16

## > PREMIUM PARTNERS

San Miguel » Official Beer Sponsor  
Caixabank » Official Bank Sponsor  
Bet365 » Official Betting Sponsor

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Technical  
Partner



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SD  
HUESCA



17

## > OFFICIAL SPONSORS

Caixabank » Official Bank Sponsor

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SEVILLA  
FC



## > OFFICIAL SPONSORS

Caixabank » Official Bank Sponsor  
BMW » Official Automotive Sponsor  
Robles » Official Restaurant Sponsor  
Scalpers » Official Formal Wear Sponsor  
Cruzcampo » Official Beer Sponsor  
Sevilla Turismo » Official Tourism Sponsor  
LG » Official Electronic Devices Sponsor



Technical  
Partner



Valvoline  
Sleeve

**MARATHON**  
BET

Main  
Sponsor



Shorts  
(Front)





VALENCIA  
CF

## > PREMIUM PARTNERS

Caixabank » Official Bank Partner  
Coca-Cola » Official Soft Drink Partner  
Amstel » Official Beer Partner  
IQONIQ » Official Fan Engagement Partner

19

## > OFFICIAL PARTNERS

Fifa 21 » Official Video Gaming Partner  
Hackett London » Official Retail Partner  
Vueling » Official Airline Partner  
Vitaldent » Official Dentist Partner  
B the Travel Brand » Official Travel Agency Partner  
Energía Valencianista » Official Energy Partner

ALL CLUBS



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VILLAREAL  
CF



## > OFFICIAL SPONSORS

Bet365 » Official Betting Sponsor  
San Miguel » Official Beer Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
Caixabank » Official Bank Sponsor

20

## > MAIN STADIUM SPONSORS

**PAMESA**  
ceramica

PORCELANOSA

ARGENTA

 **FERRO**



TORRECID

ALL CLUBS

**Joma**  
Technical  
Partner



**PAMESA**  
ceramica  
Main  
Sponsor

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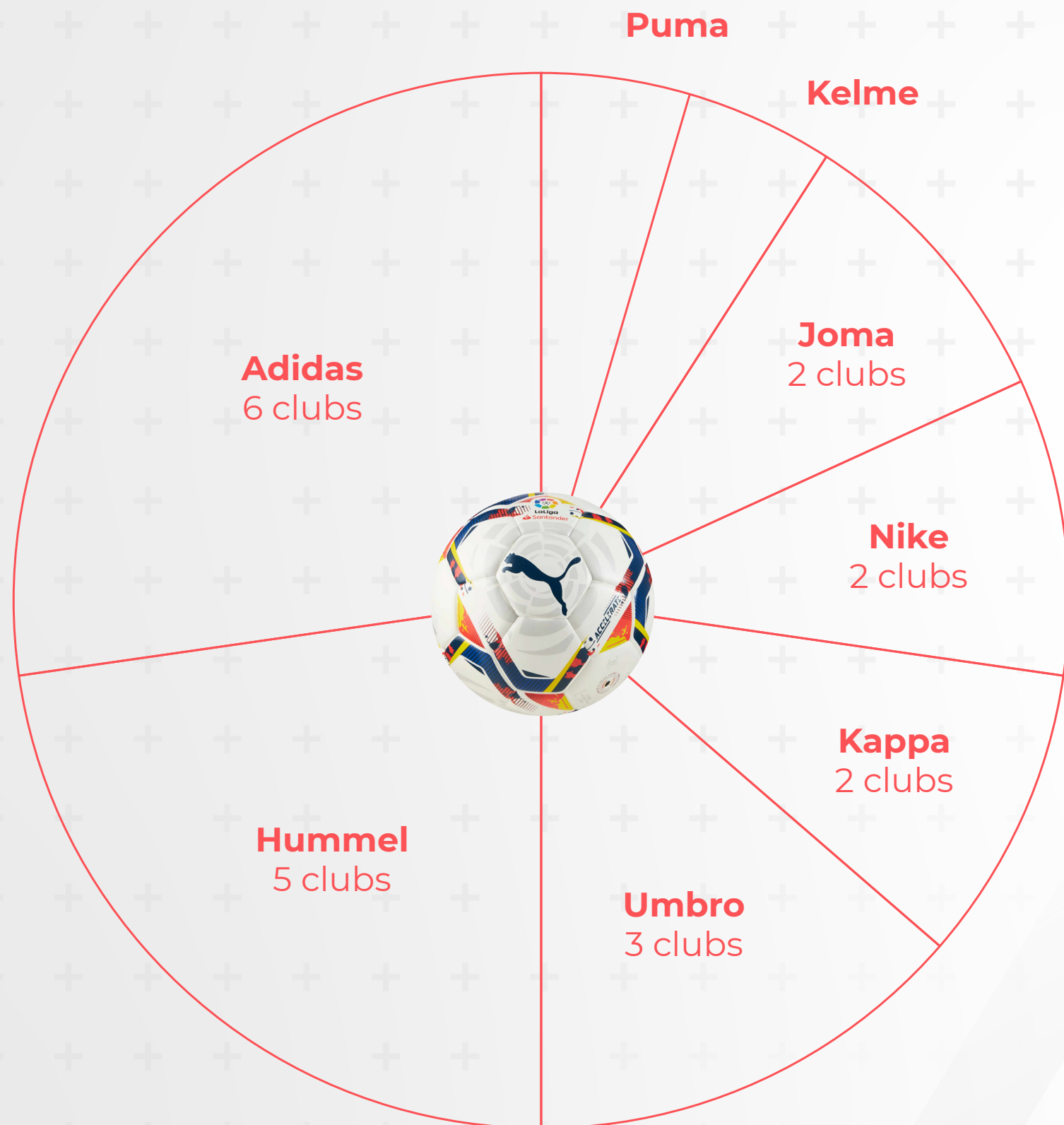


**LaLiga**  
 **SmartBank**





# TECHNICAL PARTNERS in LaLiga SmartBank:



Technical partner



## TOP 3 VS 19/20

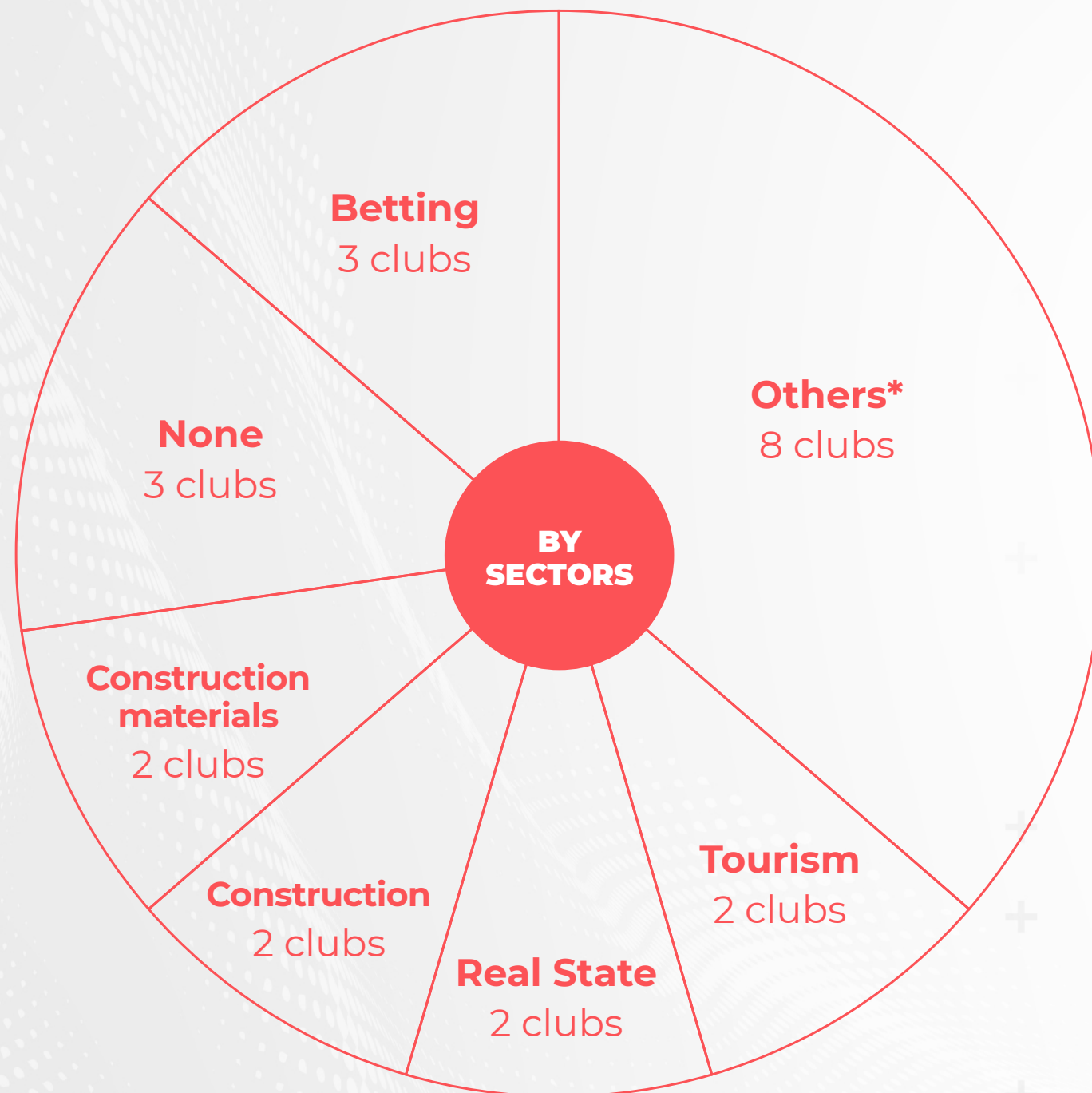
	+0						
	+1						
	+3						



# MAIN SPONSOR in LaLiga SmartBank:



Main  
Sponsor



(\*) Hotel, business park, food, beer, energy, beauty care, finance and nutrition.

TOP  
5  
VS 19/20

Everything  
related to real  
state has grown  
in a difficult year  
for most of the  
industries

**Betting**  
3 clubs

+1

**betway**  
(2 clubs)



**Real State**  
2 clubs

+0



**KZ** | Kaizen  
PATRIMONIO

**Construction**  
2 clubs

+1



**Construction  
Materials**  
2 clubs

+1



**NMR** | Natural Mining  
Resources.

**Tourism**  
2 clubs

+1

GranCanaria

**TENERIFE**  
100% VIDA





# SLEEVE SPONSOR in LaLiga SmartBank:



Sleeve  
sponsor



TOP  
SECTOR  
BETTING



(10 clubs)

## > CLUBS WITH LESS SPONSORS ON THEIR KITS



\*Without counting the technical sponsor

## > CLUBS WITH THE MOST SPONSORS ON THEIR KITS





# > NEW BETTING ADVERTISING REGULATIONS in LaLiga SmartBank:

16

Total

Clubs in LaLiga SmartBank  
affected by the new betting  
advertising regulations:

Sporting de Gijón  
AD Alcorcón  
Albacete Balompié  
CD Mirandés  
CE Sabadell  
CF Fuenlabrada  
Málaga CF  
Rayo Vallecano  
Real Zaragoza  
SD Ponferradina

10

Sleeve  
Sponsor

3

Main  
Sponsor

3

Others

RCD Espanyol  
RCD Mallorca  
CD Leganés

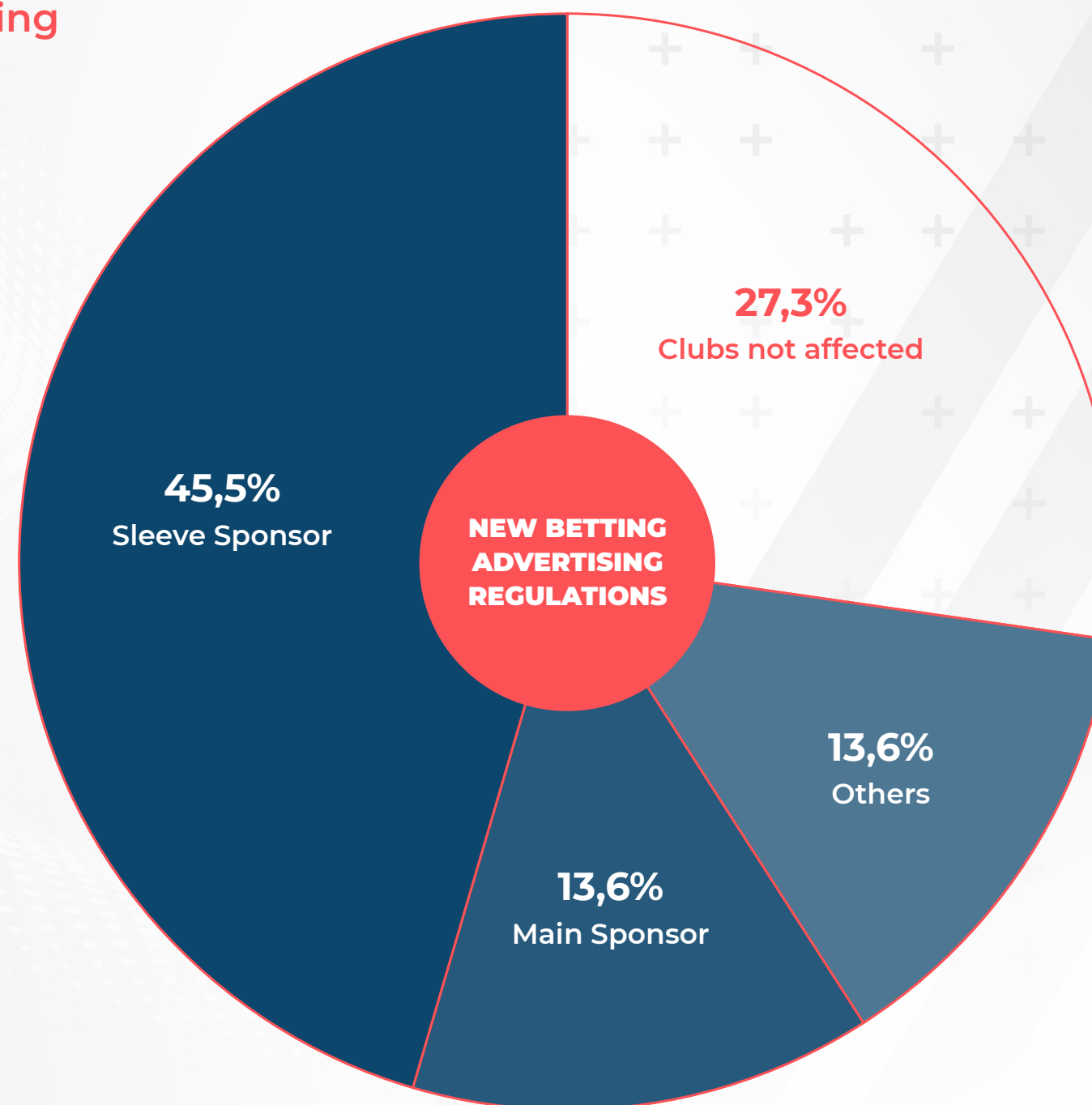
Real Oviedo (Shorts – Back)  
UD Las Palmas  
UD Logroñés (Shorts – Front)

6

Total

Clubs in LaLiga Santander  
not affected by the new betting  
advertising regulations:

CD Castellón  
CD Lugo  
CD Tenerife  
FC Cartagena  
UD Almería  
Girona FC





Select the club to go to the file



AD Alcorcón



Albacete BP



CD Castellón



CD Leganés



CD Lugo



CD Mirandés



CD Tenerife



CE Sabadell



CF Fuenlabrada



FC Cartagena



Girona FC



Málaga CF



Rayo Vallecano



RCD Espanyol



RCD Mallorca



Real Oviedo



Real Sporting



Real Zaragoza



SD Ponferradina



UD Almería



UD Las Palmas



UD Logroñés





AD  
ALCORCÓN



## > OFFICIAL SPONSORS

Mahou » Official Beer Sponsor  
Nautalia Viajes » Official Travel Agency Sponsor  
Citycar Sur Mercedes-Benz » Official Automotive Sponsor  
Jowke » Official Lounge Club Sponsor

ALL CLUBS



Technical  
Partner

**KZ** | Kaizen  
PATRIMONIO  
Main  
Sponsor



Shorts  
(Front)



Sleeve



Below bib  
(Back)



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ALBACETE  
BP

02

## > OFFICIAL SPONSORS

UCC Urbacon » Official Construction Sponsor  
Kabche Lasheras » Official Consultancy Sponsor  
Mahou » Official Beer Sponsor  
Caixabank » Official Bank Sponsor  
Seat Talleres Rubens » Official Automotive Sponsor  
Halcón Viajes » Official Travel Agency Sponsor  
Diputación de Albacete » Official Institutional Sponsor  
Castilla La Mancha » Official Institutional Sponsor

ALL CLUBS



  
**hummel**  
Technical  
Partner

  
Main  
Sponsor



**UCLM**  
UNIVERSIDAD DE CASTILLA-LA MANCHA

Above bib  
(Back)

**William HILL**

Sleeve

**iner**  
ENERGÍA

Below bib  
(Back)

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CD  
CASTELLÓN

## > OFFICIAL SPONSORS

Monfort » Official Dentist Sponsor  
Bp » Official Gas Station Sponsor  
Volkswagen Marzá » Official Automotive Sponsor  
Agua De Benassal » Official Water Sponsor  
Estrella Damm » Official Beer Sponsor  
Kia Automoción Cano » Official Automotive Sponsor  
Estepark » Official Mall Sponsor  
Viajes El Corte Inglés » Official Travel Agency Sponsor  
Bodega Les Useres » Official Wine Sponsor

03

ALL CLUBS



  
**hummel**  
Technical  
Partner

  
CAMPING · RESORT ★★★★★

Main  
Sponsor



Above bib  
(Back)

  
Seguridad  
Sleeve



Below bib  
(Back)

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CD  
LEGANÉS



## > OFFICIAL SPONSORS

Caixabank » Official Bank Sponsor  
Mahou » Official Beer Sponsor  
Leganés Ayuntamiento » Official Institutional Sponsor  
Energeti » Official Energy Drink Sponsor  
Scientific Nutrition » Official Nutrition Sponsor  
Coca-Cola » Official Soft Drink Sponsor

**Joma**

Technical  
Partner

**betway**

Main  
Sponsor

**DIONE**  
ICE CREAM

Shorts  
(Front)

**KFC**

Sleeve

**Ynsadiet**  
Laboratorios

Below bib  
(Back)

**VITALDENT**

Shorts  
(Back)







CD  
LUGO

## > INSTITUTIONAL SPONSOR

Concello de Lugo » Institutional Sponsor  
Xunta de Galicia » Institutional Sponsor

## > PREMIUM SPONSOR

El Progreso » Official Press Media Sponsor  
Hospital Polusa » Official Medical Sponsor

## > OFFICIAL SPONSOR

Cabreiroá » Official Water Sponsor  
Candelas » Official Coffee Sponsor  
Rio Natura » Official Milk Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
Eisenar Seguros » Official Insurance Sponsor  
Abeiro » Official University Residence Sponsor  
MGR » Official Chemical Sponsor  
Halcón Viajes » Official Travel Agency Sponsor

ALL CLUBS



Technical  
Partner



Main  
Sponsor



Sleeve

//ABANCA

Below bib  
(Back)



a calfensa

Shorts  
(Back)



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CD  
MIRANDÉS

## > OFFICIAL SPONSORS

Burgos » Official Tourism Sponsor  
Caixabank » Official Bank Sponsor  
Halcón Viajes » Official Travel Agency Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
Seat Arlanzón » Official Automotive Sponsor  
Fitotogether » Official Technological Sponsor

06

ALL CLUBS



  
adidas®  
Technical  
Partner

  
MIRANDA  
EMPRESAS  
Main  
Sponsor

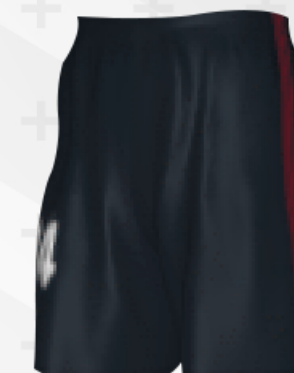




Sleeve

IZADI

Below bib  
(Back)



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CD  
TENERIFE



## > OFFICIAL SPONSORS

Caixabank » Official Bank Sponsor  
Air Europa » Official Airline Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
Fuente Alta » Official Water Sponsor  
Hospiten » Official Medical Sponsor

  
**hummel**  
Technical  
Partner

**TENERIFE**  
100% VIDA  
Main  
Sponsor

  
CANARIAS

Shorts  
(Front)

  
**DISA**

Above bib  
(Back)

  
**Egatesa**  
Sleeve

  
Islas  
Canarias  
LATITUD DE VIDA  
Below bib  
(Back)

07

ALL CLUBS

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CE  
SABADELL

## > INSTITUTIONAL PARTNERS

Consell Comarcal del Vallès Occidental » Institutional Partner  
Ajuntament de Sabadell » Institutional Partner

## > PRINCIPAL SPONSORS

Banco Sabadell » Official Bank Sponsor  
Estrella Damm » Official Beer Sponsor  
Movento » Official Automotive Sponsor  
Viajes El Corte Inglés » Official Travel Agency Sponsor

## > OFFICIAL SPONSORS

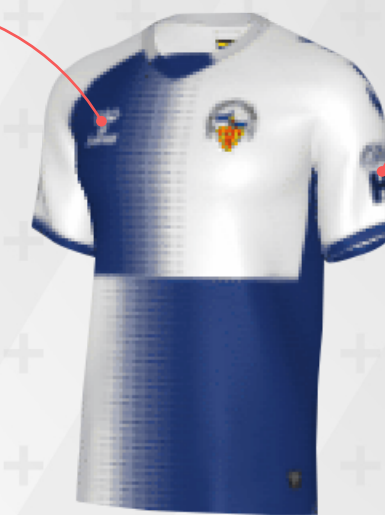
Quirón Salud » Official Medical Sponsor  
Hyundai López Orús » Official Automotive Sponsor  
Ricoh » Official Digital Services Sponsor  
Neteges Creu Alta » Official Cleaning Sponsor  
Polo Club » Official Retail Sponsor  
Laimart » Official Textile Customization Sponsor  
Leroy Merlin » Official Home Improvement Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
Bp » Official Gas Station Sponsor

08

ALL CLUBS



  
**hummel**  
Technical  
Partner



Sleeve



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CF  
FUENLABRADA



09

## > OFFICIAL SPONSOR

Ayuntamiento Fuenlabrada » Institutional Sponsor  
Prozis » Official Sports Nutrition Sponsor

ALL CLUBS

**Joma**

Technical  
Partner



Main  
Sponsor



Shorts  
(Front)



Sleeve



Below bib  
(Back)



Shorts  
(Back)



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FC  
CARTAGENA



## > OFFICIAL SPONSORS

Estrella De Levante » Official Beer Sponsor  
Gesa Mediación » Official Insurance Sponsor  
Ayuntamiento de Cartagena » Institutional Sponsor  
Costa Cálida » Tourism Sponsor

  
Technical  
Partner

  
Main  
Sponsor

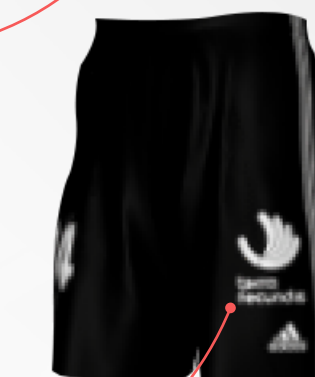
  
Shorts  
(Front)



  
Sleeve

  
Below bib  
(Back)

  
Shorts  
(Back)



ALL CLUBS

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GIRONA  
FC



## > OFFICIAL SPONSORS

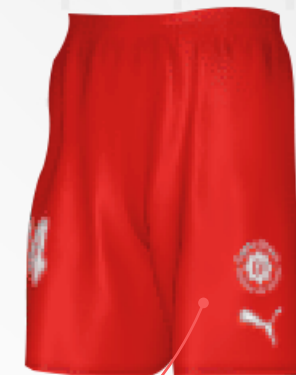
Estrella Damm » Official Beer Partner  
Viajes El Corte Inglés » Official Travel Agency  
Medplaya » Official Hotel Partner  
Besoccer » Official Technology Partner  
Caixabank » Official Bank Partner  
Nissan » Official Automotive Partner  
Leo Boek » Official Food Partner  
Parlem Telecom » Official Telecom Partner



Technical  
Partner



Below bib  
(Back)



Costa Brava  
Pirineu de Girona

Shorts  
(Front)



ALL CLUBS

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MÁLAGA  
CF



## > PREMIUM SPONSORS

Caixabank » Official Bank Sponsor  
San Miguel » Official Beer Sponsor  
Coca-Cola » Official Soft Drink Sponsor

## > INSTITUTIONAL SPONSORS

Ayuntamiento de Málaga » Institutional Sponsor  
Diputación Málaga (Turismo y planificación Costa del Sol) » Institutional Sponsor  
Ayuntamiento de Benahavís » Institutional Sponsor







RAYO  
VALLECANO



## > OFFICIAL SPONSORS

Mahou » Official Beer Sponsor  
Halcón Viajes » Official Travel Agency Sponsor  
Modalia.com » Official Retail Sponsor  
Ayuntamiento Madrid » Institutional Sponsor



Technical  
Partner



Sleeve



ALL CLUBS

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RCD ESPANYOL  
DE BARCELONA




## > OFFICIAL SPONSORS

Rastar » Official Entertainment Sponsor  
Estrella Damm » Official Beer Sponsor  
Caixabank » Official Bank Sponsor  
LaLiga Santander » Institutional Sponsor

## > REGIONAL PARTNERS

Irongest » Regional Probiotics Partner

ALL CLUBS

  
**KELME**  
Technical  
Partner

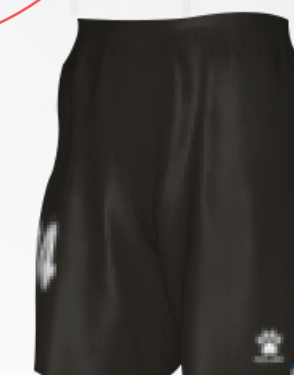
**betway**  
Main  
Sponsor



RIVIERA MAYA  
*Paradise is Forever*

Sleeve

**InnJOO**  
Below bib  
(Back)



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RCD  
MALLORCA



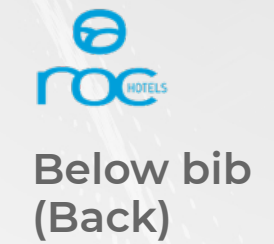
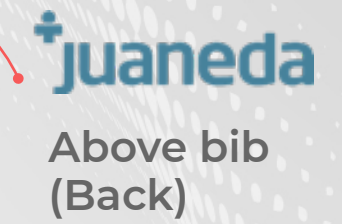
## > OFFICIAL SPONSORS

Coca-Cola » Official Soft Drink Sponsor  
Paypal » Official Payment Sponsor  
Caixabank » Official Bank Sponsor  
Estrella Damm » Official Beer Sponsor  
FIBWI » Official Connectivity Sponsor

## > STADIUM PARTNER (NAMING)



ALL CLUBS



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REAL  
OVIEDO

## > OFFICIAL SPONSORS

16

Mahou » Official Beer Sponsor  
GAM » Official Engineering Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
Caixabank » Official Bank Sponsor  
Halcón Viajes » Official Travel Sponsor  
Alsa » Official Mobility Sponsor  
Clinica Asturias » Official Health Center Sponsor

ALL CLUBS



  
adidas®  
Technical  
Partner



Side of the shirt:

**NMR** | Natural Mining  
Resources.  
Main  
Sponsor

**ALIMERKA**  
Shorts  
(Front)



Sleeve



Below bib  
(Back)



Shorts  
(Back)



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REAL  
SPORTING

17

## > OFFICIAL SPONSORS

Mahou » Official Beer Sponsor  
Halcón Viajes » Official Travel Agency Sponsor  
Ternera Asturiana » Official Food Sponsor (Beef)  
Coca-Cola » Official Soft Drink Sponsor

ALL CLUBS



Technical  
Partner

INTEGRA

Main  
Sponsor



Sleeve

ALIMERKA

Below bib  
(Back)



Shorts  
(Back)



Shorts  
(Front)



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REAL  
ZARAGOZA

## > PREMIUM SPONSORS

Caixabank » Official Bank Sponsor  
Diputación de Zaragoza » Institutional Sponsor

## > OFFICIAL SPONSORS

Energía del Ebro » Official Energy Sponsor  
Quirón Salud » Official Medical Sponsor  
Grupo Sesé » Official Logistics Sponsor  
Vian Automobile » Official Automotive Sponsor  
B the travel Brand » Official Travel Agency Sponsor  
Grandes Vinos » Official Wine Sponsor  
Azulejos Moncayo » Official Building Material Sponsor  
Coronel Tapiocca » Official Casual Wear Sponsor  
Grupauto » Official Driving School Sponsor  
Podoactiva » Official Podology Clinic Sponsor  
Hiberus » Official Technology Sponsor  
Agua de Lunares » Official Water Sponsor  
Mas Prevención » Official Risks Prevention Sponsor  
Aura » Official Events Organizer Sponsor  
Starlabs » Official Sports Nutrition Sponsor

ALL CLUBS



**adidas**  
Technical  
Partner

**CARAVAN**  
FRAGANCIAS  
Main  
Sponsor



**William HILL**

Sleeve

**AMBAR**  
00

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SD  
PONFERRADINA

19

## > OFFICIAL SPONSORS

Coca-Cola » Official Soft Drink Sponsor  
Estrella Galicia » Official Beer Sponsor  
Ayuntamiento de Ponferrada » Institutional Sponsor

ALL CLUBS




  
adidas®  
Technical  
Partner

  
HERRERO BRIGANTINA  
Cerro in dubium  
Main  
Sponsor


  
Shorts  
(Front)



  
Sleeve

  
Below bib  
(Back)



  
Shorts  
(Back)



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UD  
ALMERÍA

## > OFFICIAL SPONSORS

**Saudia** » Official Airline Sponsor  
**Naif Alrajhi** » Official Strategy Sponsor  
**Bmw Automotor Costa** » Official Mobility Sponsor  
**Viajes El Corte Inglés** » Official Travel Agency Sponsor  
**Costa De Almería** » Institutional Sponsor  
**Estrella De Levante** » Official Beer Sponsor  
**Caixabank** » Official Bank Sponsor  
**Casi** » Official Food Sponsor (Tomatoes)  
**Coca-Cola** » Official Soft Drink Sponsor  
**Cosentino** » Official Construction Materials Sponsor

20

ALL CLUBS



  
**adidas**  
Technical  
Partner



**Main  
Sponsor**

**SIGNATURE**  
سجاسة

**Shorts  
(Front)**



**Sleeve**



عبد الصمد القرشي  
ABDUL SAMAD AL QURASHI

**Below bib  
(Back)**



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UD  
LAS PALMAS

## > MAIN SPONSORS

Caixabank » Official Bank Sponsor  
Pepsi MAX » Official Soft Drink Sponsor  
Hospital HPS » Official Medical Sponsor  
William Hill » Official Betting Sponsor

## > OFFICIAL SPONSORS

Spar » Official Supermarket Sponsor  
Aguas De Teror » Official Water Sponsor

## > INSTITUTIONAL SPONSORS

Gobierno de Canarias » Institutional Sponsor  
Islas Canarias Latitud de Vida » Institutional Sponsor  
Cabildo de Gran Canaria » Institutional Sponsor  
Gran Canaria Isla Europea del Deporte » Institutional Sponsor

ALL CLUBS

*\*UD Las Palmas uses different sponsors at away matches in order to promote tourism.*



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UD  
LOGROÑÉS

## > GOLDEN SPONSORS

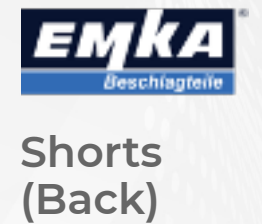
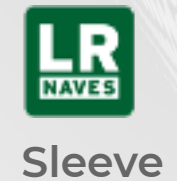
Comunidad de La Rioja » Institutional Sponsor  
Ayuntamiento de Logroño » Institutional Sponsor

## > SILVER SPONSORS

Spar » Official Supermarket Sponsor  
Caixa Bank » Official Bank Sponsor  
Mayoral » Official Industrial Supply Sponsor  
Toyota Japoauto » Official Automotive Sponsor  
Mcdonald's Logroño » Official Fastfood Sponsor  
Rioja Motor » Official Automotive Sponsor  
Nutrisport » Official Sports Nutrition Sponsor  
Embalajes Novalgos » Official Industrial Packaging Sponsor  
Logrobus » Official Transport Sponsor  
Coca-Cola » Official Soft Drink Sponsor  
Ford Autoforma » Official Automotive Sponsor

22

ALL CLUBS



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## CONCLUSIONS:

- » Due to the pandemic situation, the comparison from 19/20 season shows a polarization in the number of sponsors per club on their kits. There are more clubs with less than 2 sponsors and more clubs with more than 4 sponsors. This means a different strategy followed, where some of the clubs sought to compensate with more exposure for their partners instead of reducing their fees.
- » Industries related to tourism and hospitality have shown a reduction in their investment in sponsorship.
- » Industries related to betting, real state and construction have shown an increase in their investment in sponsorship.
- » Adidas is the technical partner that has increased the most its investment in first division clubs, adding 2 more clubs than 19/20 season. On the other hand, Umbro has done the same in second division signing 3 new clubs.
- » Fan engagement companies have become a new player in the sports sponsorship industry considering the needs of sport properties to engage with their audiences through digital channels.
- » The betting regulation is expected to have a huge impact in LaLiga clubs. In the first division only 2 teams (10%) will not be affected, whereas in the second division 6 teams (27,3%) will not see their partnerships affected by the new betting regulations.



## NOTES:

- » 1. This report is based on club's sponsorship departments feedback and websites.

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- » 2. Categories (sponsors pyramid) could vary in some clubs due its confidentiality.

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- » 3. Clubs websites may not be updated and thus, show wrong information.

---

- » 4. Collaborators and suppliers are not mentioned. The report focuses on main sponsors and official sponsors and their variations.

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- » 5. Sponsors categories are organized by their sector.

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- » 6. Regional sponsors are mentioned by their category. They are not classified by the sponsored region.

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- » 7. The report is dated on January 2021, any sponsor added after this date is not mentioned.

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CA SPORTS  
MARKETING

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casportsmarketing.com