Top 10 sponsorship deals by annual sponsorship volume in the gambling and

betting industry (status: May/2023)	
Partnership	Estimated annual deal value (in US\$ million)
UFC and DraftKings	7
Russian Premier League and Winline	44
UEFA and Sportradar	40
Alfa Romeo Racing Stake and Stake.com	33
NBA and Sportradar	30
NHL and Sportradar	25
Major League Baseball and MGM Resort/ BetMGM	25
NBA and Fanduel	23
NHL and BetMGM;/ MGM Resorts/ FanDuel/ Unibet/ Veikkaus	21
NBA and Sportradar/ Genius Sports	20

Source: ONE8Y; GlobalData Survey date: 12.05.2023 Survey country: Global

Question: What are the highest sponsorship deals by annual sponsorship volume from companies in the gambling and betting industry?

Sample: n=781 active sponsorship deals of the gambling and betting industry