

SPONSORSHIP DEALS

AFL

Adelaide Crows: **BetEzy**
Brisbane Lions: **Tattsbet**
Carlton Blues: **Sportingbet**
Collingwood Magpies: **TAB Sportsbet**
Essendon Bombers: **Centrebet**
Fremantle Dockers: **TAB Ozbet**
Greater Western Sydney Giants: **Act TAB**
Melbourne Demons: **BetEzy**
Richmond Tigers: **Tabcorp**
St Kilda Saints: **Centrebet**
Sydney Swans: **Tom Waterhouse**
West Coast Eagles: **TAB Ozbet**

NRL

Brisbane Broncos: **Sportingbet**
North Queensland Cowboys: **Centrebet**
St George Illawarra Dragons: **Centrebet**
Parramatta Eels: **Centrebet**
Newcastle Knights: **Sportsbet**
Penrith Panthers: **Centrebet**
South Sydney Rabbitohs: **Luxbet**
Canberra Raiders: **The Tradies Club**
Sydney Roosters: **Sportsbet**
Manly Sea Eagles: **Centrebet**
Cronulla Sharks: **Luxbet**
Wests Tigers: **Betfair**
New Zealand Warriors: **TAB Sport**

- **TAB Sportsbet** is the official betting agency of both the AFL and NRL. Betfair also sponsors the AFL directly, while the three primary radio stations, television stations Prime, Ten, and Foxtel all have ties to betting agencies
- **Centrebet** sponsors 'The Footy Show' in both codes
- **Centrebet** have on-ground signage deals with the Sydney Cricket Ground (SCG), including sponsorship of NRL corner-posts. The deal with the SCG also allowed them access to the Sydney Swans team database, where they used the details to better understand how to convert fans to punters