

Sportsbet becomes new wagering sponsorship partner for Greyhound Racing Victorian

Sportsbet, part of Flutter Entertainment, is delighted to announce a new major partnership with Greyhound Racing Victoria (GRV) as the industry's exclusive wagering sponsorship partner for the next five years.

In making the announcement GRV Chair, Peita Duncan, said the ground-breaking partnership will see significant Sportsbet presence across all aspects of greyhound racing in Victoria, including at all 13 greyhound racing clubs.

"GRV along with our clubs are extremely excited to be partnering with a market leading brand like Sportsbet.

"The partnership will deliver excellent value for all Victorian metropolitan and regional greyhound racing clubs and will open important opportunities for us to work together with Sportsbet on a range of growth opportunities to capitalise on the increasing popularity of Victorian greyhound racing.

"Sportsbet's constant innovation, their ability to engage with customers, particularly in the digital space, and their enthusiasm to support the Victorian greyhound industry will further enhance the experience for customers and their connection with the code.

"We are very appreciative of the strong long-term commitment Sportsbet is making to this partnership and their investment in providing direct financial returns to the Australian racing industry, said Ms Duncan.

Sportsbet CEO Barni Evans said the partnership was an exciting next chapter for Sportsbet in Victoria. "Greyhound racing is a core part of our business and as an industry we need to keep doing everything we can to promote it.

"We are delighted to partner with GRV and cement our ongoing commitment to greyhound racing in Victoria. This is yet another example of how Sportsbet collaborates with the racing industry to grow turnover and secure its long-term success", said Mr Evans.

The new partnership includes the naming rights to Victoria's biggest Group 1 races including the Sportsbet Melbourne Cup, Sportsbet Topgun and Sportsbet Bold Trease, as well as naming rights partner at Sandown Park and The Meadows.

The partnership will also include integration in the upcoming Racing.com coverage and naming rights to the five feature Saturday nights which make up the revamped Sportsbet Metropolitan Greyhound Racing Festival through November and December.

For further information, please contact media@sportsbet.com.au

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