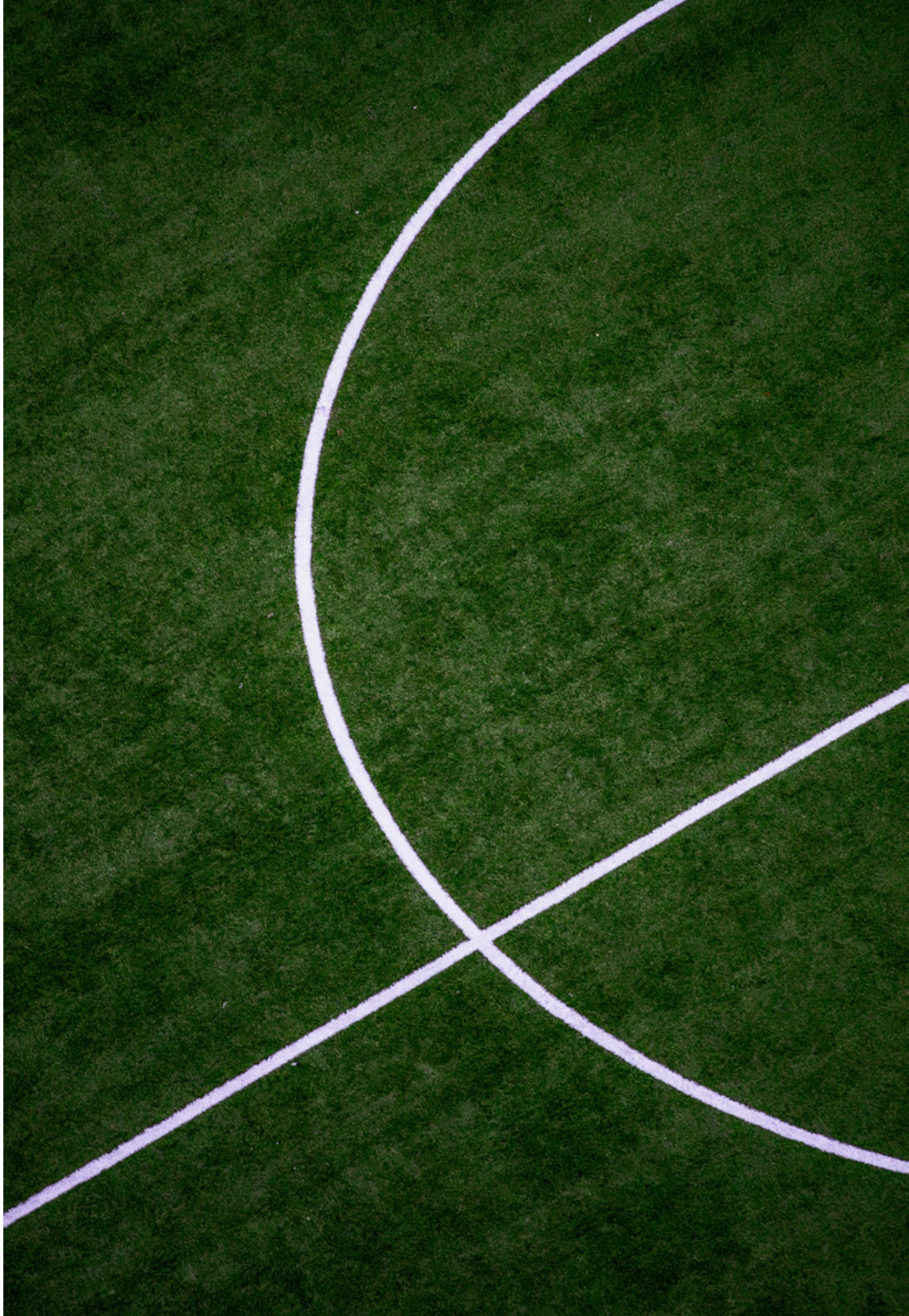
Code of Conduct for Gambling Related Agreements

SEASON 2025/26
ANNUAL STATEMENT



01

Introduction

This is the second annual statement on the implementation of the Code of Conduct for Gambling Related Agreements in Football (the 'Code'), following its adoption by the Premier League, English Football League (EFL), Women's Super League and The Football Association (The FA) (the 'Competitions') in 2024.

Developed in consultation with the Department for Culture, Media and Sport (DCMS), the Gambling Commission and the wider sports sector, the Code aimed to established a comprehensive and unified approach to responsible gambling sponsorship and reflects football's shared commitment to responsible governance on this issue. The Code covers the whole of professional football, aiming to ensure consistent application across member Clubs and interlinked competitions.

The Code complements existing statutory requirements within the Gambling Act 2005 and relevant provisions with the UK Code of Non-broadcast Advertising and Direct and Promotional Marketing. Competitions, Clubs or Gambling Companies party to Gambling Related Agreements remain subject to these existing legal requirements, and to any future legislative changes in this area. On 15 July 2026, DCMS announced a consultation on banning unlicensed gambling sponsorships and advertising across all sectors, including sport.

The Code seeks to ensure national oversight of gambling sponsorship within football. The Competitions continue to assess its implementation, share learnings and best practice, engage with wider stakeholders and consider further developments.

Clubs have voluntarily committed to the Code, which is based on four key principles:

i) Protection

To protect children and other vulnerable persons, gambling sponsorship must be specifically designed to limit its reach and promotion to those under the age of 18 and those at risk of gambling related harm.

ii) Social responsibility

Gambling sponsorship must be promoted and delivered in a socially responsible way. This includes ensuring that education and awareness messages are provided as part of all marketing activities.

iii) Reinvestment

The commercial income raised from gambling sponsorship must be reinvested back into infrastructure and programmes that serve football fans and communities. This includes investment in staging strong competitions, improving infrastructure such as stadia and training facilities and providing community and grassroots participation opportunities for local communities.

iv) Integrity

Gambling sponsorship must not compromise the integrity of football competitions nor harm the welfare of those participants who take part in them.

As stated within the Code itself, football is committed to ensuring that gambling sponsorship is undertaken in a socially responsible manner, and that the output of Gambling Related Agreements[1] is suitably reinvested back into football and its communities. The Code therefore recognises that the relationship between gambling and football must be conducted responsibly to help protect supporters and wider communities linked to football clubs from gambling-related harm.

This statement, jointly published by the Competitions, provides an overview of the Code's implementation in its second year. It includes examples of the work undertaken by the Competitions and their member clubs to adhere to the Code's requirements and embed the principles above. It lists all active Gambling Related Agreements during Season 2025/26, ensuring this information is transparent and accessible.

Yearly updates will also report any instances where Competitions or Clubs have been found to have failed to adhere to the Code. As outlined in this document, our Competitions have not reported any formal complaints regarding the implementation of the Code, and the Independent Football Ombudsman (IFO) has confirmed that no complaints were referred to them on this issue, during Season 2025/26.

1 Gambling Related Agreements means any agreement: (a) which concerns any advertising, marketing, promotion, supply or provision of betting, gaming, lottery or other gambling related products, services, brands or facilities (whether as part of a shirt sponsor contract, the appointment of a gambling partner or otherwise); and/or (b) where the business activities of any of the parties (or of an associated undertaking to any of the parties) to such agreement include the provision of betting, gaming, lottery or other gambling related products, services or facilities.

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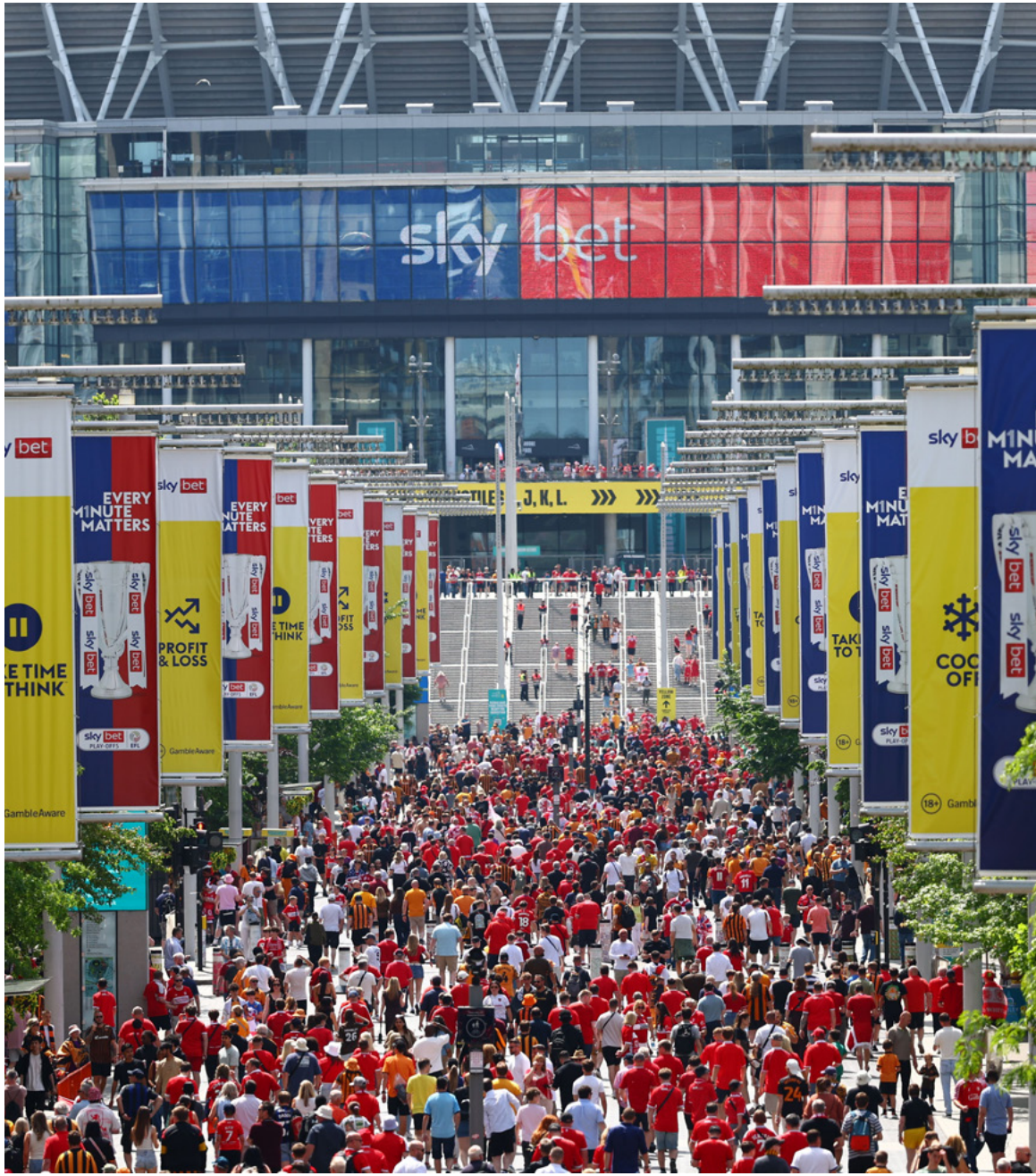
Examples of Club and Competition implementation of the Code

The following provides a non-exhaustive list of examples of how Competitions and Clubs adhered to the Code and embedded its principles in Season 2025/26.



i) Protection

Protecting children

During Season 2025/26, Clubs continued to ensure that media content specifically intended for use or viewing by children included no gambling sponsor logos or promotional materials related to gambling sponsorship.

All Premier League Clubs in Season 2025/26 audited media content (such as official Club websites and pages) designed to be viewed or used specifically by children in this regard. While official Club websites operated by EFL Digital benefitted from automated checks to ensure compliance with the requirements of the Code, those Clubs whose websites are operated independently are also reminded of their obligations.

Audience segmentation enables Clubs to ensure that digital communications and content are age appropriate. For example, Sunderland AFC have invested in advanced data segmentation. This enables all gambling-related communications to be age appropriate, including through contractual requirements with betting partners stipulating that direct messaging is limited to supporters aged 25+. The Club's website content is also segmented to remove betting advertising from areas likely to attract younger audiences.

Clubs also ensure that any merchandise and products that are designed specifically for use by children had no logos or any gambling-related promotional content. Replica kits specifically designed for children do not feature gambling sponsorship logos, whether on the front of shirt or sleeves.

Replica kits

The Code requires Clubs to have mechanisms in place to enable fans to purchase adult replica kits without the inclusion of gambling sponsorship logos, in the event that they are not otherwise available to purchase. All Premier League and EFL Clubs with gambling sponsors on the front of their shirts enabled supporters to purchase adult replica kits without the inclusion of gambling sponsor logos on the entire shirt in Season 2025/26. The means through which fans can access gambling sponsorship-free kit differs, with Clubs providing options for unsponsored kit both online and in their stadium shops.

The second year of the Code's implementation has provided Clubs with a clearer indication of the stock they require for gambling sponsorship-free kit, with some Clubs now dedicating specific proportions of their retail stock for unsponsored kit.

Academy kits

All Clubs ensure that Academy teams – made up mainly of players under 18 – do not wear kits featuring gambling logos. This rule also applies to Academy staff. This has long been standard practice, supported by The FA's Kit and Advertising Regulations, and the Code further strengthens this commitment to preventing Academy players from exposure to gambling promotion under-age.

A further development in Season 2025/26 saw the Premier League enabling first team players aged under 18 to wear gambling sponsorship-free kit. This change came at the request of a number of Clubs in the Premier League. The same approach applies for Clubs in the EFL.

ii) Social responsibility

Safer gambling signposting

Clubs have continued to provide supporters with access to educational materials relating to gambling and avenues of help and support for gambling-related harms during Season 2025/26.

- Season 2025/26 saw a number of Clubs support Safer Gambling Week, a cross-industry initiative to promote safer gambling in the United Kingdom. The 2025 campaign recorded the highest level of online engagement to date. The relevant match rounds saw the 'Safer Gambling Week' logo used on matchday inventory, training kits and the promotion of resources to provide supporters with access to advice and support about gambling issues.
- During Safer Gambling Week, the entirety of Sky Bet's in-stadia LED advertising at EFL matches was dedicated to campaign messaging.

Responsible gambling messaging

Clubs are committed to ensuring that a reasonable and proportionate portion of gambling sponsorship inventory promotes responsible gambling messaging. This accounted for a significant proportion of LED advertising during Season 2025/26, with the Code continuing to oversee progress in this regard.

- All Premier League Clubs stated that they dedicated LED minutes to safer gambling messaging during Season 2025/26, whether from gambling partners, begambleaware.com or equivalent safer gambling charities.
- Premier League Clubs reported an increase in responsible gambling messaging from Season 2023/24 to Season 2024/25. The majority of Premier League Clubs surveyed this year stated that the level of responsible gambling messaging had either stayed the same or increased in Season 2025/26, demonstrating continued commitment to promoting safer gambling and ensuring fans are encouraged to engage with betting responsibly.
- In the EFL, where grounds provided for LED advertising, the proportion of Sky Bet's advertising allocation given over to responsible gambling messaging was at least 50 per cent at each league match and 45 per cent at each play-off match.

Clubs have also continued to ensure that responsible gambling messaging is implemented more widely across their communications and infrastructure to promote awareness of, and encourage, safe betting practices. These measures include, but are not limited to, the following assets:

- **Matchday programmes:** Including responsible gambling messages and relevant support information.
- **Social media platforms:** Including the begambleaware.org and 18+ logos on content which features gambling sponsorship, as well as dedicating specifical social media content to safer gambling messaging – including during Safer Gambling Week.
- **Club websites:** Providing dedicated sections of Club websites for gambling awareness and support.
- **Betting slips and kiosks:** Equipped with printed information leaflets promoting responsible gambling, with prompts such as 'take a break' and 'deposit limits'.
- **Internal stadium screens and posters:** Messaging throughout stadia on digital screens and signage, displayed during matchdays and other events.
- **Email communications and social promotions:** Including responsible gambling messaging and age restrictions on promotional content involving gambling partners.

Support services and education

Raising awareness amongst professional footballers about gambling addiction, and ensuring signposting and access to support, is an important part of the player care service that Competitions and Clubs deliver. Competitions and Clubs have engaged external partners to deliver workshops raising awareness among professional footballers about gambling addiction and promoted access to support through training ground posters, mobile applications and inclusion as part of Competitions' pre-season squad visits. Some examples of the practical implementation of this player care service include:

- Through its long-standing partnership with EPIC Global Solutions, the EFL continues to deliver gambling awareness and harm-prevention education to players and staff across Clubs. During the 2025/26 season, EPIC delivered sessions to 1,176 players at 52 Clubs, using the lived experiences of former professional athletes to highlight the risks associated with gambling and the support available to those who may need it. The programme has demonstrated a strong impact, with 97 per cent of participants reporting increased awareness of how gambling can affect their personal and professional lives, while 94 per cent said they knew where to seek support if concerned about their own gambling behaviour. Participants also reported greater awareness of athletes' vulnerability to gambling-related harm and increased confidence to support others.
- Through the Premier League's personal development programme for first team players, Clubs select from specialist providers to deliver specific workshops on gambling awareness, which are also open to wider club staff to attend. Sporting Chance, a mental health charity, deliver a Gambling Awareness, Treatment and Education session which is facilitated by former players and/or therapists with experience in the field of gambling addiction. EPIC also provide face to face gambling awareness and education workshops for first teams based on the lived-experience of an ex-professional footballer.

These initiatives demonstrate commitment to promoting safer gambling, encouraging informed decision-making, reducing stigma and ensuring players understand both the risks of gambling and the importance of seeking help when required.

iii) Reinvestment

Reinvesting into clubs and communities

Commercial income generated through gambling sponsorship forms an important revenue stream for investment into Clubs and local communities. This may include improvements to stadium infrastructure to improve the fan experience, education and player care services for players, and charitable programmes that benefit local communities. Through the Code, Clubs are encouraged to demonstrate how gambling sponsorship income has been utilised and reinvested as well as the benefits delivered.

During Season 2025/26, examples of reinvestment activities have included: investment in community activity, outreach and facilities; grassroots sport participation programmes; funding for Club charities who deliver social, educational and sport programmes in local communities; investment in stadium and training infrastructure and wider local regeneration projects; and new facilities for fans.

Case study

Aston Villa – Play it Forward

Through Aston Villa FC's partnership with Betano, an online gambling brand owned by Kaizen Gaming, a new partnership was established between the Aston Villa Foundation and the Kaizen Foundation during Season 2025/26. Through the 'Play it Forward' project, the partnership is creating safe, inclusive spaces for children and young people across Birmingham and helping to tackle inequalities in access to sport and facilities. Funding from the Kaizen Foundation has supported 700 hours of activity to take place on outdoor multi-use games areas in deprived areas across the city, with additional funding support also provided by local and national partners. The partnership will further support seven local community organisations to build long-term capacity and sustainability through grants for equipment, training, staff development and support with organisational governance. A brand-new multi-use games area at Villa Park funded by the Kaizen Foundation will also create additional community space for use on non-matchdays. The partnership is delivering practical, lasting benefits for local communities by improving access to facilities, supporting local organisations and creating more opportunities for children and young people to participate in physical activity.

Case study

Sky Bet – Every Minute Matters

As part of the second year of the Every Minute Matters campaign, Sky Bet partnered with the British Heart Foundation (BHF) to introduce the 'Red Boot' award for the 2025/26 season. Unlike divisional Golden Boots, the award recognised the highest goalscorer across the entire EFL. Each goal scored by winners Zan Vipotnik and Dom Ballard triggered a £50,000 donation to the BHF, contributing to a total of £1.15 million. This formed part of Sky Bet's wider pledge to donate up to £6 million over two years, supporting CPR training, improved access to defibrillators and groundbreaking research for the CureHeart programme. Additional fundraising also saw £1,000 donated for every goal scored during February's Heart Month, raising a further £514,000. Since its launch in May 2024, the campaign has had significant impact, with over 500,000 people now learning CPR through the BHF's free RevivR tool.

Case study

Birmingham City – Coral Partnership

Through its partnership with Coral, Birmingham City F.C. have demonstrated how commercial sponsorship can deliver meaningful benefits both for the Club and the local community. Ahead of the 2025/26 season, Coral pledged to donate £500 to Birmingham City Foundation for every goal scored at St. Andrew's @ Knighthead Park by the Club's men's and women's first teams across all competitions. The initiative generated direct funding for the Foundation's adult fitness and walking football programmes, helping local people lead healthier, more active lifestyles. As the Club's independent charity, Birmingham City Foundation relies heavily on the support of partners, making initiatives such as this a valuable source of community investment. By linking on-pitch success to charitable giving, the partnership demonstrates how revenue generated through a regulated gambling sponsorship can be reinvested into programmes that create positive social impact, supporting both the sustainability of the Club and the wellbeing of communities across Birmingham.

Clubs and Club charities also support specific activities to tackle gambling related harms in their local communities. This includes ensuring effective identification and support of gambling harms within broader initiatives on mental health and wellbeing, specific programmes that support people suffering from addiction, and training delivered by specialist providers for club charity staff.

Case study

Fulham – Improving mental health and wellbeing

Fulham FC Foundation delivers More Than a Game, a programme designed to provide a safe, inclusive space for adults to improve their mental health and overall wellbeing through structured football activity. While the programme supports participants facing a range of mental health challenges, it also provides early intervention and ongoing support for individuals affected by gambling-related harms. Sessions are delivered by qualified Foundation coaches, with a Mental Wellbeing Practitioner present at every session to facilitate open conversations, identify underlying issues (including gambling behaviours where relevant), and provide appropriate guidance or signposting to specialist support services.

iv) Integrity

Educating participants

At the beginning of each season, The FA undertake visits to all professional football Clubs to address first team players and coaching staff. The visits are mandatory and include education on key integrity matters. As well as information about on-field matters and anti-doping, the visits cover The FA's Rules concerning betting and match-fixing, how to report an approach to fix matches and how to access support for any gambling concerns. Additionally, online material and a 'Player Essentials' app are distributed each season, providing access to this information in further detail.

Through the Life Skills and Personal Development programme for Premier League and EFL Academies, players receive a curriculum that educates on gambling, anti-corruption and sporting integrity. This includes detailed guidance for older age groups on The FA's betting rules. Specialist facilitators, including Sporting Chance and EPIC, provide educational sessions within the Academy programme. In addition, there are targeted workshops to support lifestyle and wellbeing. Any Academy player who receives a scholarship, or who turns professional, can receive funded mental health and wellbeing support for addiction or broader mental health needs, through Sporting Chance.

Compliance

The Premier League has established a number of Rules to ensure Clubs' gambling partnerships are conducted in a socially responsible way.

This includes a Rule requiring Clubs to procure that their betting partners enter into a Memorandum of Understanding with the League. Among other things, the Memorandum requires betting partners to provide accurate and complete information in the event the League investigates any breach of relevant Premier League Rules and that the betting partner does not offer markets relating to youth football. The Premier League has continued to work with Clubs during Season 2025/26 to ensure that this Rule is upheld.

In June 2026, Clubs approved a Rule to codify a ban on front of shirt gambling sponsors in the Premier League. Ahead of the implementation of the League-wide ban in Season 2026/27, the introduction of a specific Premier League rule formalises the voluntary commitment and further strengthens governance of responsible gambling sponsorship.

Gambling Commission's Licensing Conditions and Codes of Practice

The Code states that Clubs should only enter into agreements with companies providing gambling facilities for UK consumers if that company is licensed by the Gambling Commission, or captured as part of a 'White Label' partnership. This is notwithstanding that the law does not currently prohibit Clubs from entering into sponsorship agreements with unlicensed operators. However, on 15 July 2026, DCMS published a consultation on legislative changes to ban unlicensed gambling sponsorships and advertising in Great Britain across all sectors, including sport. The football authorities will engage constructively with this consultation process.

03

Compliance with the Code

The Code sets out a robust complaints procedure enabling any individual to raise a complaint about a Competition or Club and their adherence to the Code. This can be completed by submitting details of the complaint via the designated complaints channel.

The complaints procedure involves two stages. The first stage is where a complaint is made directly to the relevant Competition or Club. This provides an opportunity for the complaint to be addressed. However, if a Competition or Club fails to address the complaint within a set period of time and to the satisfaction of the complainant, the second stage allows that individual to refer the complaint to the Independent Football Ombudsman (IFO).

Following confirmation from the IFO, the Competitions can confirm no instances of any complaints made against either the Competitions or Clubs have been referred to the IFO. This reflects both strong compliance with the Code and the successful resolution of any issues at the initial stage.

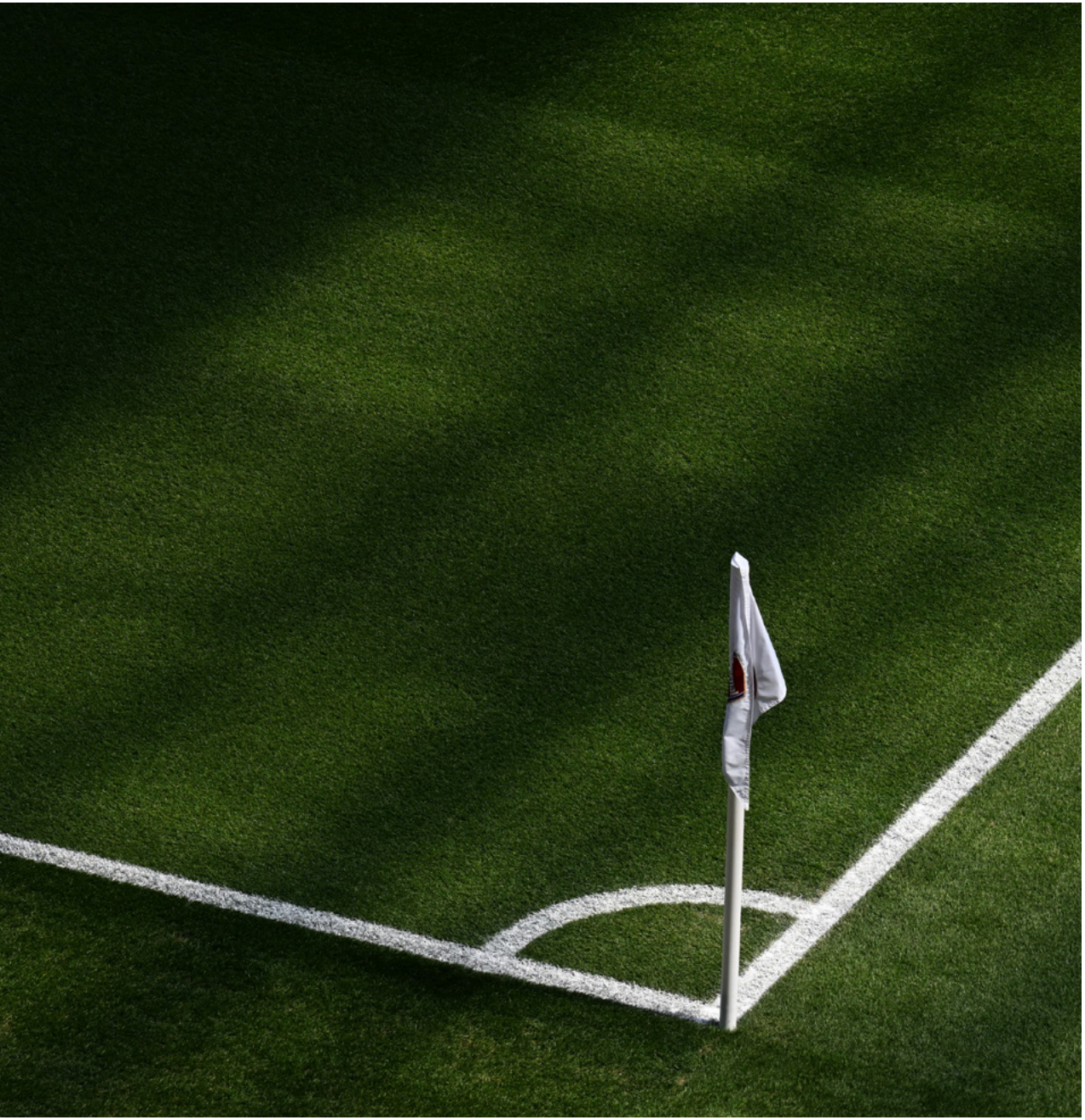
Kevin Grix, Chief Ombudsman at the IFO, said: "We are pleased to continue working with football to provide a robust and independent complaints process that gives consumers confidence that, should concerns arise, they will be considered fairly, transparently and impartially. Having an effective resolution framework in place helps support trust across the game and ensures that consumers have access to independent redress when needed. We will continue to monitor the operation of the scheme and work with stakeholders to ensure it remains effective and responsive."

04

Looking forwards

The Competitions believe that the Code has continued to drive progress in responsible gambling sponsorship within football during its second year, with evidence that its principles are being embedded in practice across football. The second annual statement demonstrates continued action to protect children, strengthen safer gambling messaging, support education and signposting, and reinvest income from gambling sponsorship to benefit fans and communities.

The Competitions will continue to review the Code to ensure it provides a comprehensive, evidence-based framework to responsible gambling sponsorship in football.



05

Published list of Gambling Related Agreements per Competition in Season 2025/26

List of active Gambling Related Agreements per Club

Premier League[2]

Club	Gambling Related Agreement
AFC Bournemouth	8xBet, 32RED*, Betway, BJ88, Bet365*, Betano*, SBK, Unibet*
Arsenal	Betway
Aston Villa	Betano, Nova88
Brentford	Betway, Fun88, Hollywoodbets
Brighton & Hove Albion	Betway, Bet 365*, Betano*, Unibet*
Burnley	96.com, Bet365*, BK8, Betano*, Unibet*
Chelsea	8xBet, Betway, MSport, Roobet
Crystal Palace	8xBet, Betway, Kaiyun, Net88
Everton	Stake
Fulham	SBOTOP, Bet365*, Betway, Unibet*
Leeds United	8xBet, Betano*, Parimatch, Unibet
Liverpool	Ladbrokes, Interwetten, Sportium
Manchester City	Betway
Manchester United	Betfred, Parimatch
Newcastle United	Bet365, BetMGM
Nottingham Forest	8xBet, Bally Bet, Bet365, Betano, Betway, Fun88
Sunderland AFC	8xBet, Bet365*, Betano*, Betway, LiveScore Bet, Unibet*, W88
Tottenham Hotspur	BetMGM
West Ham United	Boyle Sports
Wolverhampton Wanderers	DEBET, BetMGM, Betano*, Bet365*, Unibet*

2 Premier League Central Register of Club Gambling Related Agreements, as at 23rd January 2026: click here

Gambling Related Agreements entered into by third parties on behalf of Clubs are identified with an asterisk (*)

List of active Gambling Related Agreements per Club

EFL

Club	Gambling Related Agreement
Accrington Stanley	N/A
AFC Wimbledon	N/A
Barnet	N/A
Barnsley	Casino Kings
Barrow	QuinnBet*
Birmingham City	Coral
Blackburn Rovers	Spreadex Sports, 32Red*, UNIBET*, Bet365*, VBet*, Betano*
Blackpool	SBK, UNIBET*, VBet*, Mr Q*, Bet365*
Bolton Wanderers	N/A
Bradford City	SBK
Bristol City	32Red*, Bet365*, Spreadex Sports*, UNIBET*
Bristol Rovers	N/A
Bromley	N/A
Burton Albion	QuinnBet
Cambridge United	N/A
Cardiff City	QuinnBet, DragonBet, 32Red*
Charlton Athletic	X8bet, 32Red*
Cheltenham Town	QuinnBet*
Chesterfield	N/A
Coventry City	32Red*, Mr Q*, UNIBET*, Bet365*, Spreadex Sports*, VBet*, Betano

Club	Gambling Related Agreement
Crawley Town	QuinnBet*
Crewe Alexandra	N/A
Derby County	Spreadex Sports*, UNIBET*, Bet365*, LeoVegas*
Doncaster Rovers	N/A
Exeter City	N/A
Fleetwood Town	QuinnBet*
Gillingham	N/A
Grimsby Town	N/A
Harrogate Town	N/A
Huddersfield Town	SBK, Bet365*
Hull City	Mr Q*, Spreadex Sports*, 32Red*, 888 Sport*, Bet365*
Ipswich Town	8xBet, Mr Q*, Bet365*, Spreadex Sports*, 32Red*
Leicester City	BC. Game, Kwiff, 8XBet, 8Win, BetWright
Leyton Orient	BetWright, NRG
Lincoln City	QuinnBet
Luton Town	N/A
Mansfield Town	Admiral Slots
Middlesbrough	32Red, UNIBET
Millwall	Spreadex Sports, Kwiff, 32Red*, Bet365*, BoyleSports*, Mansion Bet*, Spreadex Sports*

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List of active Gambling Related Agreements per Club

EFL

Club	Gambling Related Agreement
Milton Keynes Dons	N/A
Newport County	N/A
Northampton Town	QuinnBet
Norwich City	Spreadex Sports, BetWright, 32Red*, Bet365*, LeoVegas*, UNIBET*
Notts County	N/A
Oldham Athletic	N/A
Oxford United	32Red*
Peterborough United	QuinnBet, Mr Q*, Bet365*, 32Red*
Plymouth Argyle	N/A
Port Vale	N/A
Portsmouth	32Red*, Bet365*, LeoVegas*, Spreadex Sports*, UNIBET*
Preston North End	Spreadex Sports, Pub Casino, UNIBET*, Bet365*
Queens Park Rangers	CopyBET, UNIBET*
Reading	PricedUp, Mr Q*, QuinnBet*, UNIBET*
Rotherham United	QuinnBet*, Mr Q*
Salford City	QuinnBet*
Sheffield United	Spreadex Sports, Midnite, 32Red*, Bet365*, UNIBET*, Betano*, VBet*, Spreadex Sports*

Club	Gambling Related Agreement
Sheffield Wednesday	Mr Vegas, 32Red*, Bet365*, UNIBET*
Shrewsbury Town	QuinnBet*
Southampton	Midnite, Bet365*, UNIBET*
Stevenage	QuinnBet
Stockport County	N/A
Stoke City	Bet365
Swansea City	Kwiff, 32Red*, Bet365*, UNIBET*
Swindon Town	QuinnBet
Tranmere Rovers	N/A
Walsall	N/A
Watford	Mr Q, Spreadex Sports, UNIBET*, Bet365*
West Bromwich Albion	Spreadex Sports, Mega Riches, PricedUp
Wigan Athletic	QuinnBet, Mr Q*
Wrexham	N/A
Wycombe Wanderers	N/A

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List of active Gambling Related Agreements per Club

WSL/WSL 2

Club	Gambling Related Agreement
Arsenal	N/A
Aston Villa Women	Betano, Nova 88
Birmingham City Women	Coral
Brighton & Hove Albion Women	Betway
Bristol City Women	N/A
Charlton Athletic Women	Tangobet
Chelsea Women	8xBet, Betway, MSport, Roobet
Crystal Palace Women	N/A
Durham Women	N/A
Everton Women	Stake
Ipswich Town Women	N/A
Leicester City Women	8Xbet, BC.Game
Liverpool FC Women	Ladbrokes, Sportium, Interwetten

Club	Gambling Related Agreement
London City Lionesses	N/A
Manchester City Women	Betway
Manchester United Women	Betfred, Parimatch
Newcastle United Women	N/A
Nottingham Forest Women	N/A
Portsmouth Women	N/A
Sheffield United	Midnite
Southampton Women	Midnite
Sunderland AFC Women	N/A
Tottenham Hotspur Women	BetMGM
West Ham United Women	BOYLE Sports

Some sponsors have broader, club-wide agreements and are not specific partners of the women's team alone.

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