



CA SPORTS

# SPONSORSHIP BENCHMARK



**LaLiga**

22/23

In collaboration with:



**shall we play?**

# introduction & index

CA SPORTS 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 first division, second division and women's first division.

## RELEVANT INFORMATION:

Industries that are investing

Different strategies the brands follow

Technical partners landscape

Regional sponsors and markets where LaLiga is growing in comparison with last year's situation

International vs National sponsors

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# LALIGA MAIN PARTNER



# LALIGA GLOBAL PARTNERS



\*Main sponsor in the 2023/2024 season

# LALIGA GLOBAL LICENCES



# LALIGA NATIONAL PARTNERS



# LALIGA REGIONAL PARTNERS

<p><b>DREAM11</b></p> <p>India</p>	<p><b>PALMS BET</b></p> <p>Bulgaria</p>	<p><b>CAMARENA</b></p> <p>USA</p>	<p><b>STAGE FRONT</b></p> <p>USA + Mexico</p>	<p><b>BETONLINE</b></p> <p>USA + Canada</p>	<p><b>VERIZON</b></p> <p>USA</p>	<p><b>RUSHBET</b></p> <p>Argentina, Bolivia, Chile, Colombia, Ecuador, Falkland Islands, French Guiana, Guyana, Paraguay, Peru, Georgia and South Sandwich Islands, Suriname, Uruguay, Venezuela, Brazil, Anguilla, Antigua and Barbuda, Aruba, Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Cayman Islands, Curaçao, Dominica, Grenada, Guadeloupe, Haiti, Jamaica, Martinique, Montserrat, St. Lucia, Saint Vincent and the Grenadines, Turks and Caicos, Trinidad and Tobago, Saint Kitts and Nevis, Bonaire, Saint Barthélemy, Saint Martin, Sint Eustatius, Cuba, US Virgin Islands.</p>	<p><b>STRENDUS</b></p> <p>Mexico</p>
<p><b>CHUBB</b></p> <p>Mexico, Honduras, Guatemala, Nicaragua, El Salvador, Costa Rica, Panama, Colombia, Dominican Republic, Ecuador, Peru, Chile, Argentina, Brazil, Puerto Rico.</p>	<p><b>MOTOROLA</b></p> <p>Mexico</p>	<p><b>MANSION 88</b></p> <p>Korea, Japan, Pakistan, Mongolia, India, Sri Lanka, Bangladesh, Maldives, Nepal, Bhutan, Myanmar, Japan, Thailand, Cambodia, Laos, Brunei, Malaysia, Singapore, Indonesia, Philippines, Timor Leste, Australia, New Zealand, Vietnam, Fiji-Pacific Islands, Hong Kong, Macau, Taiwan.</p>	<p><b>HOLLYWOOD BETS</b></p> <p>South Africa Mozambique</p>	<p><b>BIG COLA</b></p> <p>Nigeria</p>	<p><b>HERO VIRED</b></p> <p>India</p>	<p><b>INGOT BROKERS</b></p> <p>Algeria, Bahrain, Egypt, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, Palestine and Yemen.</p>	<p><b>INGOT BROKERS</b></p> <p>Algeria, Bahrain, Egypt, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, Palestine and Yemen.</p>

# key insights & activation

Technology and society as **core pillars**



**One of the main goals of LaLiga is to reach the maximum audience and reach fans all over the world. However, it is not enough to have a defined audience, the aim is to go way beyond; LaLiga works strategically with their partners to create a bond with its fans.**

In order to achieve this, LaLiga has partnered with some of the most recognized technological companies that specialize in fan engagement to become the most technologically advanced league. That is the reason why more than half of LaLiga's global sponsors are technology related companies.

In 2021, LaLiga took a step forward creating LaLiga Tech, offering a unique range of services to digitally transform sports and entertainment under a single data-based ecosystem.

Additionally, clubs, brands and fans are increasingly taking into account the importance of having a positive impact on society. Through LaLiga Foundation, some sponsors such as Allianz collaborate with LaLiga to carry out social projects in order to promote the values of sport and raise awareness for a more inclusive present and future. **These projects aim at achieving a significant change in the economic, social and cultural reality of the most disadvantaged segments of the population, thus improving their quality of life and the opportunities to which they have access.**

# key insights & activation

Tech



**Due to Gol-Ball, LaLiga digital collectibles came into play. This season, with this new sponsor, fans will have the opportunity to get the goal balls of their idols.**

Blockchain technology arrived at LaLiga Santander on matchday 16 so that fans could obtain the balls with which goals are being scored, converted into digital collectibles, which are then identified, certified and registered to guarantee their originality. With this agreement between LaLiga and the technology company Gol-Ball, the competition launches a new totem in which the ball with which a goal has been scored is exposed.

With a single click, the fan will have the possibility to acquire the digital collectible of the ball. In addition, fans can participate in the draw for the physical ball, which can be followed from the Gol-Ball website, thus certifying its originality.

*This innovative agreement reached between LaLiga and the technology company Gol-Ball increases fan engagement, allowing the fan to have a direct link to their idols.*



**Sorare is a revolutionary FANTASY football game and marketplace, transforming fans into owners. With Sorare, users can build their squad from the ground up - scouting, buying, selling and trading digital player cards with global fans to win rewards at no cost to play.**

For the first time ever, users can truly experience what it's like to own a football club. Unlike other fantasy platforms, Sorare empowers you to own your game; users manage and compete with their cards each week and season. The more they win, the more they advance – unlocking increasingly powerful cards, competitions, and rewards.

Sorare's next-generation gaming experience will help LaLiga and its clubs to expand their international brands by reaching new audiences of fans, including crypto-enthusiasts in the US and Asia, where Sorare is growing strongly, and fantasy gamers across the globe. The partnership opens a new revenue stream for LaLiga clubs by creating an entirely new licensing category.

*Sorare is a global partner of LaLiga and is the official sponsor of 18 LaLiga Santander teams and 22 LaLiga Smartbank teams.*



**LaLiga Golazos is an official sponsor of LaLiga and 8 teams of LaLiga Santander. LaLiga Golazos is a new LaLiga project in which goals, saves, defensive actions, assists, skill plays are recorded and transformed into digital collectibles.**

They are officially licensed LaLiga video highlights that can be collected and sold. Each moment has its own qualities, including how rare it is.

# key insights & activation

Social



The educational scholarship programme, developed by FUNDACIÓN LaLiga and Fundación Universia, will promote the academic development of people with intellectual disabilities, who make up the teams in this competition.

Fundación Universia, which has the support of Banco Santander for the development of its activities through Santander Universities, and FUNDACIÓN LaLiga will provide the academic development of the players of LaLiga Genuine Santander. This competition, a pioneer in the world and developed by LaLiga, through its Foundation, consists of a football league made up of teams of people with intellectual disabilities.

Specifically, thanks to this programme, 21 scholarships will be awarded to members of all the clubs participating in LaLiga Genuine Santander 2022/23.

[Press Release - FUNDACIÓN LaLiga & Fundación Universia](#)



The documentary 'Genuinamente, una historia para compartir', shows how soccer favors social inclusion and provides more visibility for people with disabilities. LaLiga Genuine started in the 2017/2018 season. The competition has 44 registered teams of which players from the DI collective (people with intellectual disabilities) are part.

In this documentary, Allianz shows how sport is an excellent tool to promote values such as teamwork, effort and self-improvement. Allianz and LaLiga continue working to promote and strengthen values such as: effort, companionship, teamwork, initiative, diversity and integration.

[Genuinamente, una historia para compartir - YouTube](#)



Burger King has been fully involved yet in another season of LaLiga Genuine Santander by creating the following campaign: Tour Fanáticos de lo Real by Burger King.

The brand is present in the 6 cities of the 2022-2023 season - Tarragona, Barcelona, Bilbao, Vigo, Burgos and Villared. It has a Fan Zone with music and a variety of leisure and fun activities.

Thanks to the sponsorship agreement, LaLiga Genuine Santander players are gradually being incorporated into the restaurant staff throughout Spain. This agreement generates new employment opportunities for people with more than 33% intellectual disability.

In addition, Burger King is going to launch a documentary focused on three LaLiga Genuine Santander players in which they will bring us closer to the world around them, their way of living football, and facing life.



# key insights & activation

Women



In October 2015, LaLiga decided to become actively involved in the promotion and development of women's football, which is why it created a Women's Football department in its structure to carry out, hand in hand with the clubs, various strategies and initiatives with the aim of promoting and professionalizing the competition, create value, increase visibility and promote the international expansion of its clubs and players.



- Finetwork will be naming Liga F of women's soccer for the next three years: **Finetwork Liga F**
- **The largest sector in women's sponsorship, excluding technical sponsorships, is food and nutrition, with fourteen deals.**
- **DAZN will be broadcasting the women's soccer league for the next five seasons.**



GLOBAL PARTNER OF FC BARCELONA

Thus, and thanks to the work and commitment of the clubs, and especially of the Association of Women's Football Clubs, women's football has experienced great growth that has led to the recent qualification of the First Division as a professional competition and consequently creation of a new independent entity that will be in charge of managing the competition from 2022/23, the "la Liga Profesional de Fútbol Femenino", better known as "LIGA F".

Liga F and LaLiga, from their independence, have maintained a close collaboration as organisers of professional football competitions, among which the commercial agency agreement stands out where LaLiga becomes "the exclusive commercial agent for all commercial and sponsorship rights and assets" of the competition for five seasons. TV rights are excluded from the agreement and will be exploited by the LPFF itself. This commercial agreement is one of the most important in the history of women's sports worldwide.



CLICK TO GO!

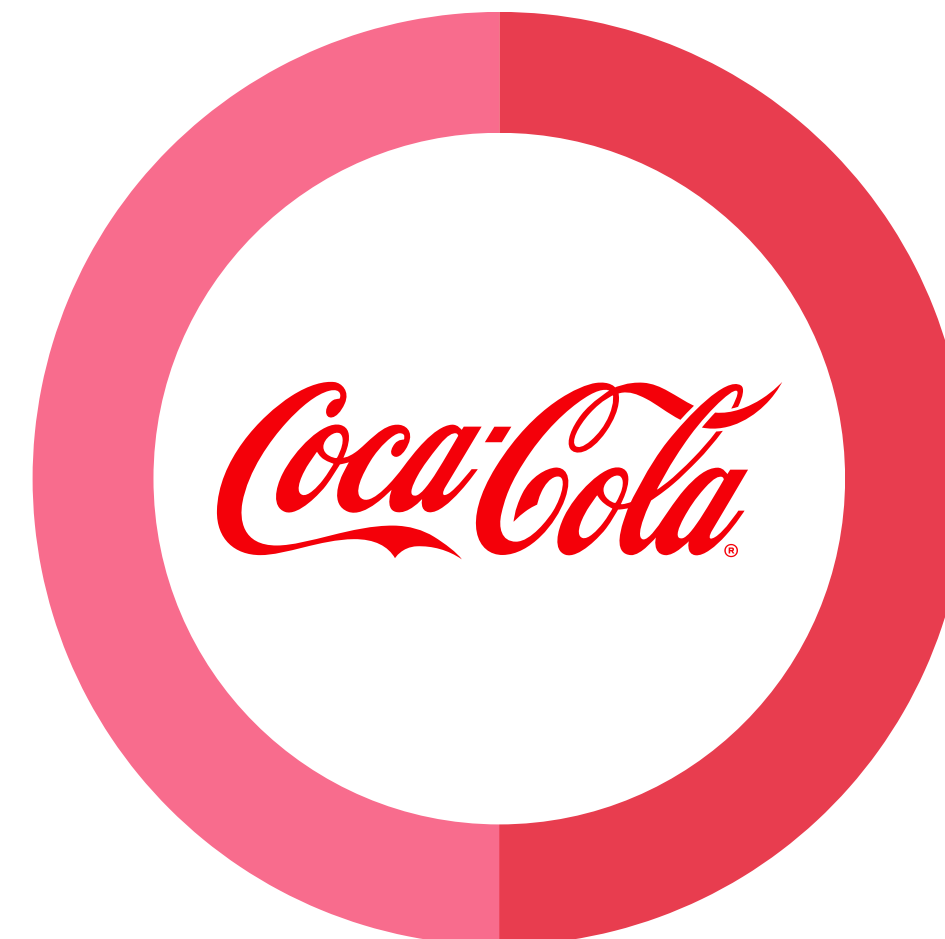


CLICK TO GO!



CLICK TO GO!

# top 5 industries & top 3 brands



LaLiga Santander  
 LaLiga SmartBank

\*Not counting Dapper and Sorare due to their global agreement with LaLiga Santander.

# top 5 industries & top 4 brands



Sponsors / Partners of 7 Clubs  
100%



Sponsors / Partners of 4 Clubs  
100%



Sponsors / Partners of 3 Clubs  
100%



# clubs with regional partners



13 /

3 Banking



3 Betting



7 Others: Connectivity, Console, Soft Drink, Water, Entertainment, Snack, Medical



4 /

2 Pharma



2 Betting



11 /

5 Banking



6 Others: Motor Oil, Car Battery, Gluten Free Food, Trading Card, Medical, Insurance



3 /

1 Banking



1 Motorbike



1 Betting



6 /

3 Banking



3 Others



3 /

2 Betting



1 Gaming



4 /

4 Betting



2 /

2 Betting



# clubs with stadium naming partners/sponsors



5 /

Stadium main sponsors:



PORCELANOSA



1 /

Stadium naming partner:



1 /

Stadium naming partner:



1 /

Stadium naming partner:



1 /

Stadium naming partner:



1 /

Stadium naming partner:



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Stadium naming partner:



1 /

Stadium naming partner:

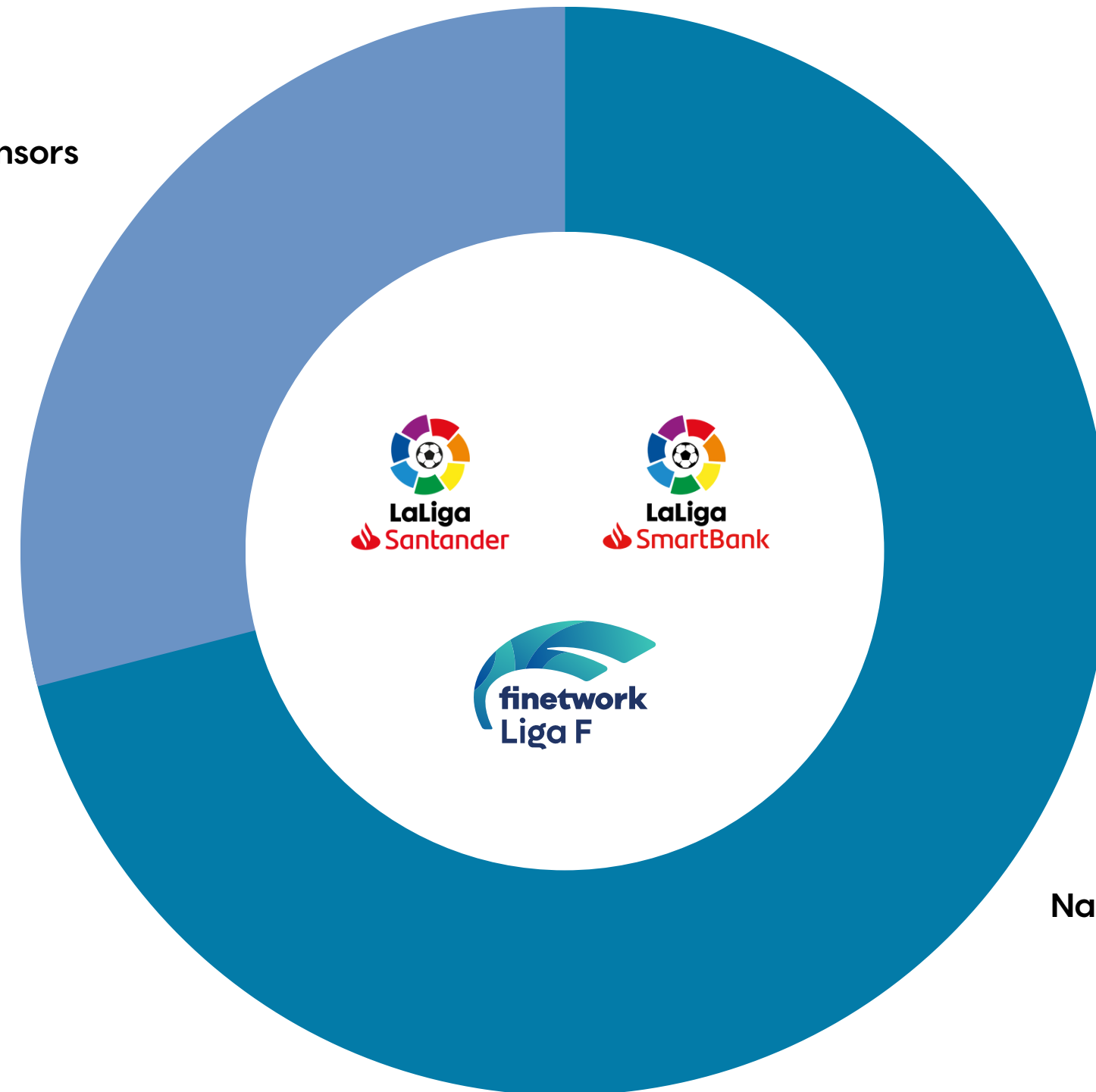


# international vs national sponsors

LaLiga Santander, LaLiga Smartbank & Finetwork Liga F clubs



International Sponsors  
29%



864 Total Sponsors

250 International Sponsors

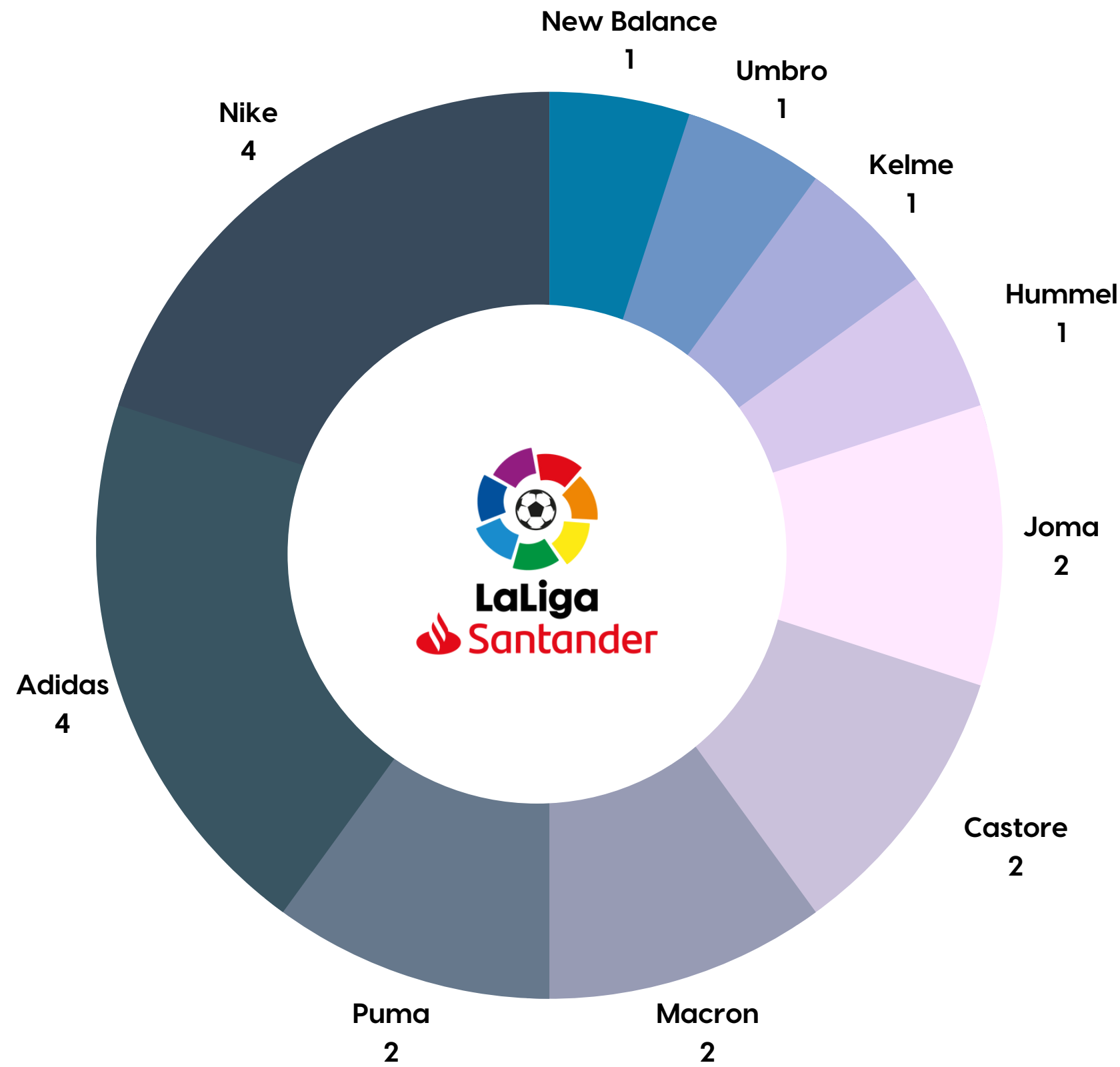
614 National Sponsors

National Sponsors  
71%





# technical partners in LaLiga Santander



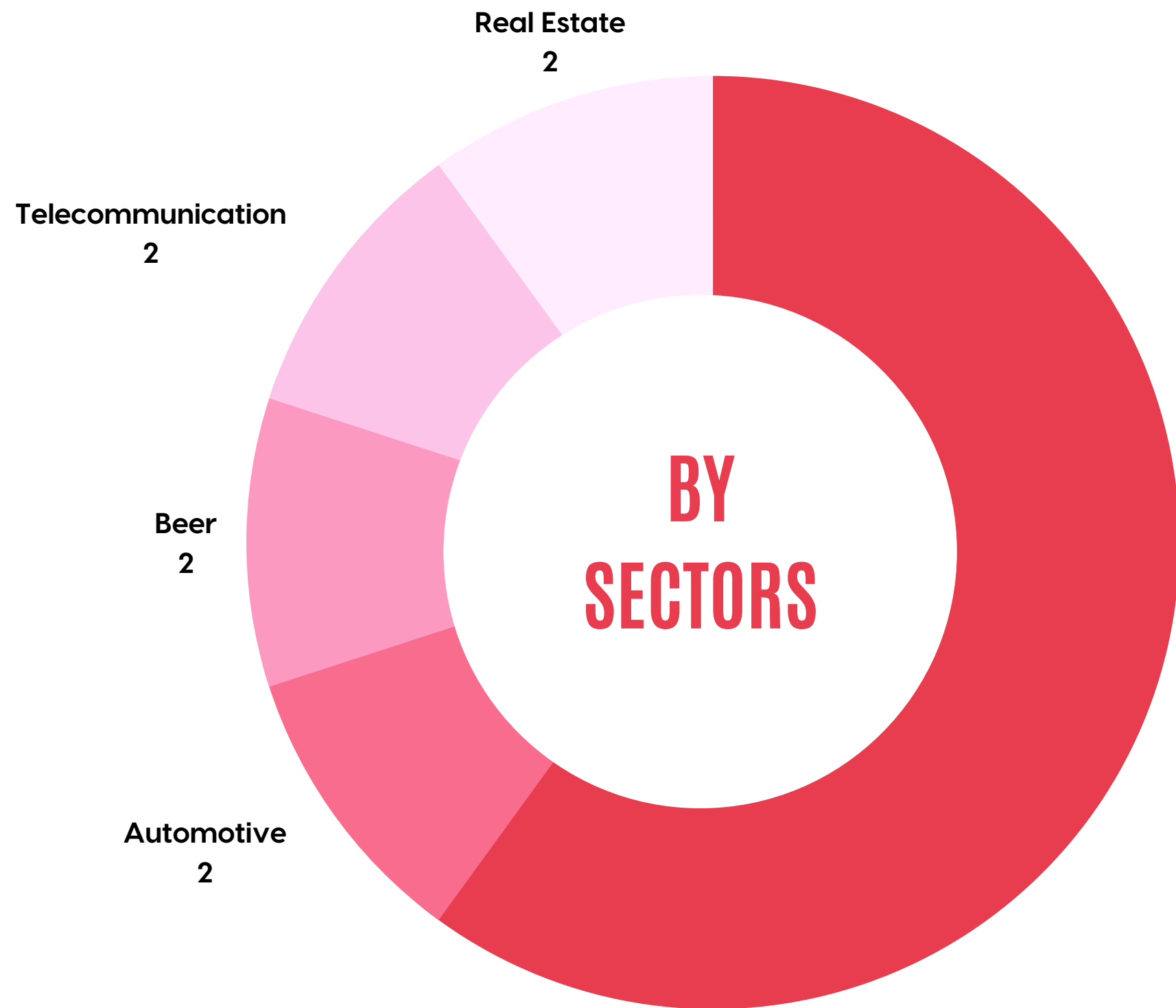
Technical partner



## TOP (VS 21/22)

	-2 ↓					
	+1 ↑					
	-1 ↓					
	+/- 0					
	+1 ↑					
	+2 ↑					

# main sponsor in LaLiga Santander



Main Sponsor

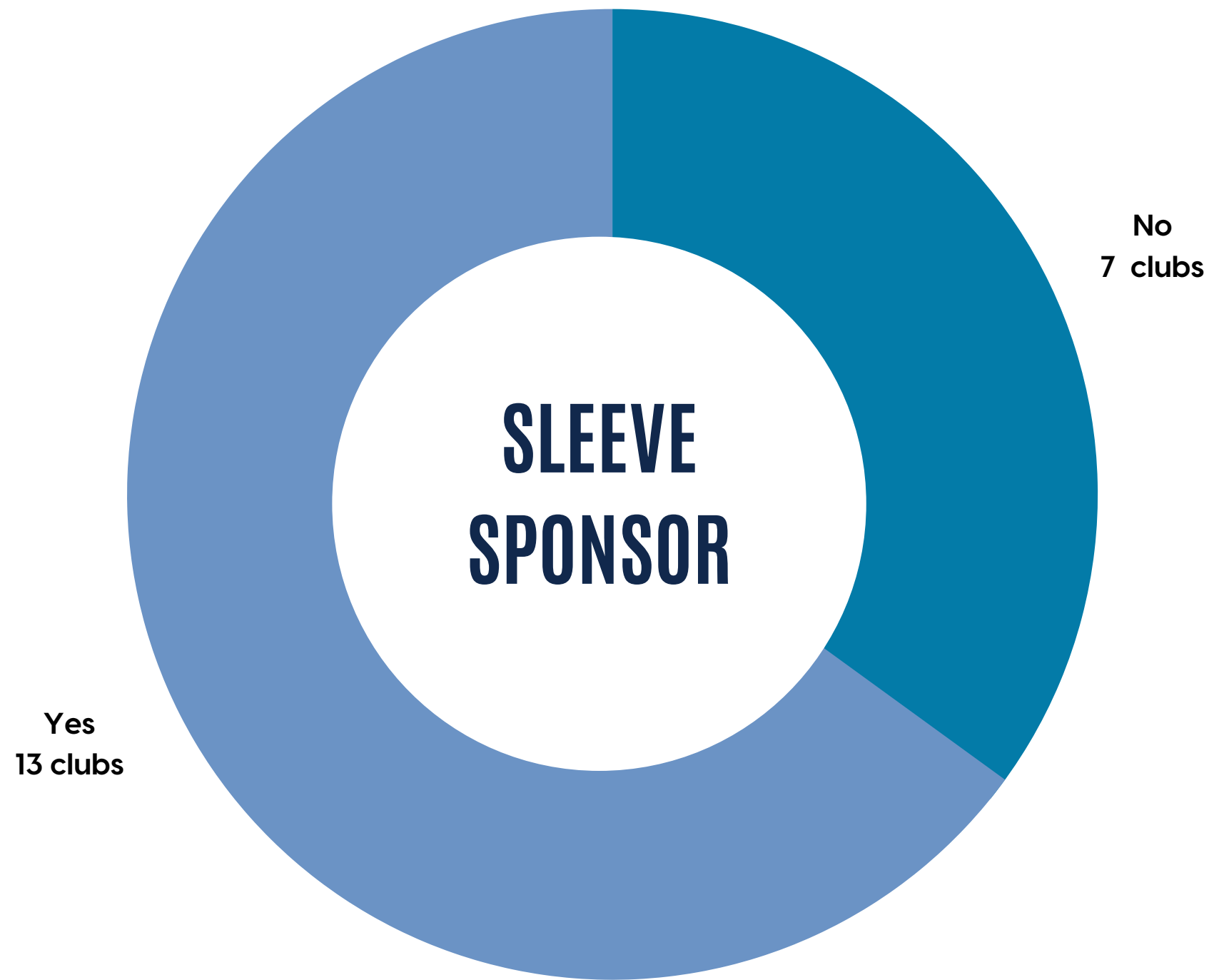


## TOP (VS 21/22)

Telecommunication	-1 ↓	finetwork	DIGI x2
Automotive	+2 ↑	CAZOO	x2
Beer	+2 ↑	Estrella Galicia 0,0	x2
Real Estate	+0	TM TM Grupo Inmobiliario	TECNOCASA FRANCHISING NETWORK

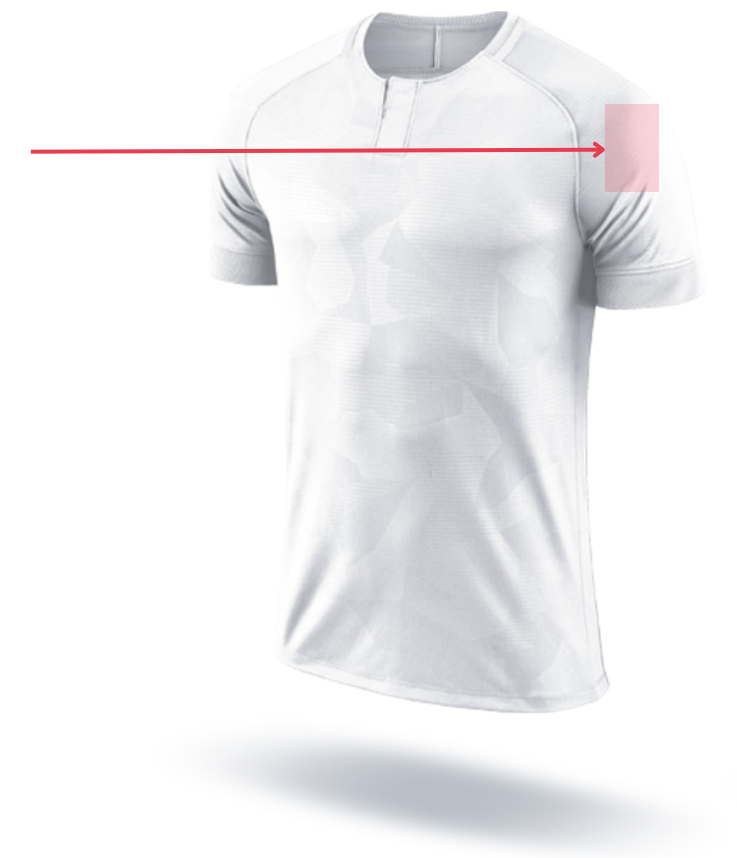
(\*) Bank, cryptocurrency, food, holding, multimedia services, animal food, tourism, shampoo, airline, broker, private investment, ceramic pavements.

# sleeve sponsor in LaLiga Santander



+1 VS 21/22

Sleeve Sponsor



TOP SECTOR INSURANCE

3 clubs



# clubs with **LESS** sponsors on their kits



# clubs with **THE MOST** sponsors on their kits



(\*) Not counting the technical sponsor.

# LaLiga Santander teams with betting companies as sponsors



Regional partner:



Regional partner:



Regional partner:



Regional partner:



Global betting partner (excluding Spain):



Regional partner:



Regional partner:

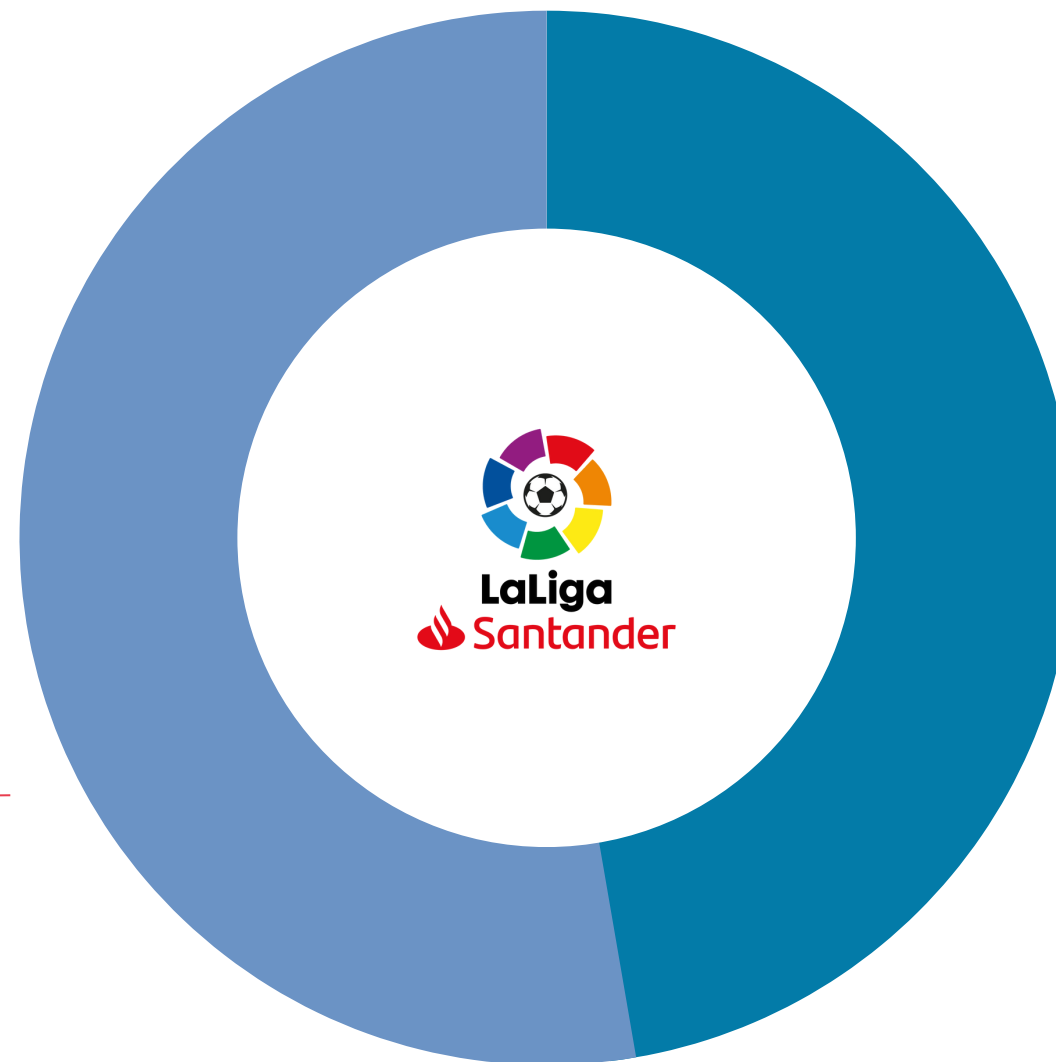


Regional partner:



# international vs national sponsors

LaLiga Santander



International Sponsors  
52.7%

National Sponsors  
47.3%

**313** Total Sponsors

**165** International Sponsors

**148** National Sponsors

Teams with the most international companies as partners:



- 1XBET
- KONAMI
- WHITEBIT
- ALLIANZ
- BIMBO
- GATORADE
- STANLEY
- CHILIZ
- HERNO
- VEGANNATION
- TRAVEL + LEISURE GO
- SCOTIABANK
- TAIPING LIFE INSURANCE
- SK ZIC
- MAYBANK
- SEBANG/ROCKET
- SHB
- BANCO BMG
- ZENB
- DAKA
- UNHCR ACNUR

**22**  
TOTAL



- NIVEA MEN
- BMW
- HANKOOK
- EASYSMARKETS
- PALLADIUM
- EA SPORTS
- CISCO
- ZEGNA
- DAKTRONICS
- ABBOTT
- ADOBE
- SOFTTEK
- PLAYSTATION
- COCA-COLA
- INVEX
- KOK
- DUA KELINCI
- SPORTYBET
- KAIYUN SPORTS
- BANTRAB

**21**  
TOTAL



SELECT THE CLUB  
TO GO TO THE FILE



ATHLETIC CLUB



ATLÉTICO DE MADRID



CA OSASUNA



CÁDIZ CF



ELCHE CF



FC BARCELONA



GETAFE CF



GIRONA FC



RAYO VALLECANO



RC CELTA



RCD ESPANYOL



RCD MALLORCA



REAL BETIS



REAL MADRID



REAL SOCIEDAD



REAL VALLADOLID CF



SEVILLA FC



UD ALMERÍA



VALENCIA CF



VILLARREAL CF



# PREMIUM SPONSORS

SAN MIGUEL // OFFICIAL BEER SPONSOR  
 IMQ // OFFICIAL MEDICAL INSURANCE SPONSOR  
 PETRONOR // OFFICIAL ENERGY SPONSOR  
 EA SPORTS // OFFICIAL VIDEOGAMING SPONSOR



# OFFICIAL SPONSORS

B THE TRAVEL BRAND // OFFICIAL TRAVEL AGENCY SPONSOR  
 BBK // OFFICIAL BANK FOUNDATION SPONSOR  
 BM // OFFICIAL SUPERMARKET SPONSOR  
 COCA-COLA // OFFICIAL SOFT DRINK SPONSOR  
 SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR







# PREMIUM PARTNERS

- MAHOU // OFFICIAL BEER PARTNER
- CAIXABANK // OFFICIAL BANK PARTNER
- SOCIOS.COM // OFFICIAL FAN TOKEN PARTNER
- EA SPORTS // OFFICIAL VIDEOGAMING PARTNER
- VITO // OFFICIAL TOOLS PARTNER
- COCA-COLA // OFFICIAL SOFT DRINK PARTNER
- ACRONIS // OFFICIAL CYBERSECURITY PARTNER
- PHILIPP PLEIN // OFFICIAL FORMAL WEAR PARTNER
- ROWE // OFFICIAL MOTOR OIL PARTNER
- MOVISTAR // OFFICIAL CONNECTIVITY PARTNER
- SORARE // OFFICIAL FANTASY FOOTBALL PARTNER



# REGIONAL PARTNERS

- HERO // REGIONAL MOTORBIKE PARTNER
- NIBANK // REGIONAL BANK PARTNER
- AYX.COM // REGIONAL SPORTS DATA & ENTERTAINMENT PARTNER

OFFICIAL TRAINING KIT PARTNER  // MAIN SPONSOR

STADIUM PARTNER (NAMING) 





# PREMIUM SPONSORS

- CAIXABANK // OFFICIAL BANK SPONSOR
- SAN MIGUEL // OFFICIAL BEER SPONSOR
- VOLKSWAGEN SAGAMÓVIL // OFFICIAL AUTOMOTIVE SPONSOR
- ACUNSA // OFFICIAL INSURANCE SPONSOR
- LALIGA SANTANDER // INSTITUTIONAL SPONSOR
- LG // OFFICIAL ELECTRONIC DEVICES SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- ENHOL // OFFICIAL RENEWABLE ENERGY SPONSOR
- DASGATE // OFFICIAL ACCESS MANAGEMENT SPONSOR
- JAYLO // OFFICIAL TRANSPORT AND LOGISTICS SPONSOR
- LALIGA GOLAZOS // OFFICIAL COLLECTIBLE MOMENTS SPONSOR



# OFFICIAL SPONSORS

- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- BODEGAS MALÓN DE ECHAIDE // OFFICIAL WINE SPONSOR
- HALCÓN VIAJES // OFFICIAL TRAVEL AGENCY SPONSOR
- MONTEPINOS // OFFICIAL WATER SPONSOR





# REGIONAL SPONSORS

KAIYUNS SPORTS // REGIONAL BETTING SPONSOR IN CHINESE

KUBET // REGIONAL BETTING SPONSOR IN SOUTH EAST ASIA

OLYBET // REGIONAL BETTING SPONSOR IN EUROPE (EXCLUDING SPAIN)

PARIMATCH // REGIONAL BETTING SPONSOR IN INDIA





# PREMIUM PARTNERS

- CATERING EL FARO // OFFICIAL CATERING PARTNER
- PETACA CHICO // OFFICIAL FOOD PARTNER (FISH & SEAFOOD)
- CAIXABANK // OFFICIAL BANK PARTNER
- CRUZCAMPO // OFFICIAL BEER PARTNER



**DIGI**  
MAIN SPONSOR

**m Motoreto**  
BACK OF SHIRT

**macron**  
TECHNICAL PARTNER



# OFFICIAL PARTNERS

- ASISA // OFFICIAL MEDICAL INSURANCE PARTNER
- PARTNER BP // OFFICIAL GAS STATION PARTNER
- BARBADILLO // OFFICIAL WINE PARTNER
- BESOCER // OFFICIAL SOCCER NEWS PARTNER
- SORARE // OFFICIAL FANTASY FOOTBALL PARTNER
- ENERYETI // OFFICIAL ENERGY DRINK PARTNER
- COCA-COLA // OFFICIAL SOFT DRINK PARTNER
- VIAJES EL CORTE INGLÉS // OFFICIAL TRAVEL AGENCY PARTNER
- LALIGA GOLAZOS // OFFICIAL COLLECTIBLE MOMENTS PARTNER





# OFFICIAL PARTNERS

- LALIGA SANTANDER // INSTITUTIONAL PARTNER
- CAIXABANK // OFFICIAL BANK PARTNER
- PIKOLINOS // OFFICIAL FOOTWEAR PARTNER
- UNIVERSIDAD MIGUEL HERNÁNDEZ // OFFICIAL UNIVERSITY PARTNER
- BMW HISPAMÓVIL // OFFICIAL AUTOMOTIVE PARTNER
- POLO CLUB // OFFICIAL CLOTHING STORE PARTNER
- ESTRELLA DE LEVANTE // OFFICIAL BEER PARTNER



GROUP MOBILITE  
MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER

## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR





# PREMIUM PARTNERS

- 1XBET // OFFICIAL SPORTS BETTING PARTNER
- ESTRELLA DAMM // OFFICIAL BEER PARTNER
- KONAMI // OFFICIAL VIDEO GAMING PARTNER
- WHITEBIT // OFFICIAL CRYPTOCURRENCY PARTNER
- CUPRA // OFFICIAL AUTOMOTIVE AND MOBILITY PARTNER
- ALLIANZ // OFFICIAL INSURANCE PARTNER
- BIMBO // GLOBAL PARTNER
- GATORADE // OFFICIAL SPORTS NUTRITION PARTNER
- STANLEY // OFFICIAL TOOLS & SECURITY PARTNER
- CHILIZ // OFFICIAL FAN TOKEN PARTNER
- HERNO // OFFICIAL FORMAL WEAR PARTNER
- VEGANNATION // OFFICIAL SUSTAINABILITY SERVICE PARTNER
- TRAVEL + LEISURE GO // OFFICIAL TRAVEL CLUB PARTNER



MAIN SPONSOR



BACK OF SHIRT



TECHNICAL PARTNER



OFFICIAL TRAINING KIT SPONSOR 

// MAIN SPONSOR

STADIUM PARTNER (NAMING) 





# REGIONAL SPONSORS

- CAIXABANK // PREMIUM BANKING PARTNER
- ASSISTÈNCIA SANITÀRIA // REGIONAL MEDICAL PARTNER
- SCOTIABANK // REGIONAL BANKING PARTNER
- TAIPING LIFE INSURANCE // REGIONAL INSURANCE PARTNER
- SK ZIC // REGIONAL MOTOR OIL PARTNER
- MAYBANK // REGIONAL BANKING PARTNER
- SEBANG/ROCKET // REGIONAL CAR BATTERY PARTNER
- SHB // REGIONAL BANKING PARTNER
- BANCO BMG // BANKING PARTNER
- ZENB // REGIONAL GLUTEN FREE FOOD PARTNER
- DAKA // REGIONAL CHINESE TRADING CARD PARTNER



MAIN SPONSOR



BACK OF SHIRT



TECHNICAL PARTNER





# OFFICIAL PARTNERS

- TBERMOTOR SUR VOLVO // OFFICIAL AUTOMOTIVE PARTNER
- BIOSHILTER VIAJES // OFFICIAL TRAVEL AGENCY PARTNER
- MAHOU // OFFICIAL BEER PARTNER
- COCA-COLA // OFFICIAL SOFT DRINK PARTNER
- SORARE // OFFICIAL FANTASY FOOTBALL PARTNER
- CAIXABANK // OFFICIAL BANK PARTNER
- LALIGA GOLAZOS // OFFICIAL COLLECTIBLE MOMENTS PARTNER



MAIN SPONSOR



TECHNICAL PARTNER

## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR



SHORTS (BACK)







# OFFICIAL PARTNERS

- ESTRELLA DAMM // OFFICIAL BEER PARTNER
- MEDPLAYA // OFFICIAL HOTEL PARTNER
- CAIXABANK // OFFICIAL BANK PARTNER
- NISSAN // OFFICIAL AUTOMOTIVE PARTNER
- SORARE // OFFICIAL FANTASY FOOTBALL PARTNER



## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR



### Gosbi

MAIN SPONSOR



TECHNICAL PARTNER



Costa Brava  
Pirineu de Girona

SHORTS (FRONT)



SHORTS (BACK)



# OFFICIAL PARTNERS

- MAHOU // OFFICIAL BEER SPONSOR
- HALCÓN VIAJES // OFFICIAL TRAVEL AGENCY SPONSOR
- MODALIA.COM // OFFICIAL RETAIL SPONSOR
- AYUNTAMIENTO MADRID // INSTITUTIONAL SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- IBERDROLA // OFFICIAL ELECTRIC POWER SPONSOR
- AUTOESCUELAS RAYO // OFFICIAL DRIVING SCHOOL SPONSOR
- BP // OFFICIAL GAS STATION SPONSOR
- LALIGA GOLAZOS // OFFICIAL COLLECTIBLE MOMENTS SPONSOR



TECHNICAL PARTNER

## OFFICIAL TRAINING KIT SPONSOR **DIGI**

// MAIN SPONSOR





# OFFICIAL PARTNERS

- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- CABREIROÁ // OFFICIAL WATER SPONSOR
- RAW // OFFICIAL BIO ISOTONIC SPONSOR
- BESOCER // OFFICIAL SOCCER NEWS SPONSOR
- MONBUS // OFFICIAL TRANSPORT SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- VIAJES EL CORTE INGLÉS // OFFICIAL TRAVEL AGENCY SPONSOR
- DAPPER // OFFICIAL COLLECTIBLE MOMENTS SPONSOR
- BMW CELTAMOTOR // OFFICIAL AUTOMOTIVE SPONSOR
- CELTAMOBILE // OFFICIAL MOBILE SPONSOR



# REGIONAL PARTNERS

- BETWAY // GLOBAL BETTING SPONSOR (EXCLUDING SPAIN)
- 777WOLF // REGIONAL BETTING SPONSOR

## OFFICIAL TRAINING KIT



## STADIUM PARTNER (NAMING) // ABANCA





# OFFICIAL SPONSORS

- ESTRELLA DAMM // OFFICIAL BEER SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- SKODA // OFFICIAL CAR SPONSOR
- CRYPTO SNACK // OFFICIAL CRYPTO PARTNER
- FAYRE // OFFICIAL NFT MARKETPLACE SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR



# REGIONAL SPONSORS

- CURARTI // REGIONAL ASIAN SPONSOR
- PLAMECA // REGIONAL ASIAN SPONSOR
- BETWAY // REGIONAL BETTING SPONSOR
- LEYU // REGIONAL ASIAN BETTING SPONSOR

OFFICIAL TRAINING KIT



// MAIN SPONSOR





# PREMIUM PARTNERS

ESTRELLA DAMM // OFFICIAL BEER PREMIUM PARTNER



MAIN SPONSOR



TECHNICAL PARTNER

okmobility

SLEEVE



ALUA

BACK OF SHIRT

juaneda

NECK (BACK)

# OFFICIAL PARTNERS

DAPPER // OFFICIAL COLLECTIBLE MOMENTS PARTNER

COCA-COLA // OFFICIAL SOFT DRINK PARTNER

CAIXABANK // OFFICIAL BANK PARTNER

FIBWI // OFFICIAL CONNECTIVITY PARTNER

SORARE // OFFICIAL FANTASY FOOTBALL PARTNER

IC MARKETS // OFFICIAL TRADING PARTNER

FOOTPRINT // OFFICIAL ECOLOGICAL TECHNOLOGY PARTNER

MELCHOR MASCARÓ // OFFICIAL CONSTRUCTION AND SERVICES PARTNER

STADIUM PARTNER



AirEuropa

SHORTS (FRONT)

SPECIALIZED

SHORTS (BACK)



# OFFICIAL SPONSORS

HERBALIFE NUTRITION // OFFICIAL NUTRITION SPONSOR

SILBON // OFFICIAL FASHION SPONSOR

CAIXABANK // OFFICIAL BANK SPONSOR

CRUZCAMPO // OFFICIAL BEER SPONSOR

ASISA // OFFICIAL MEDICAL SPONSOR

VRAUU // OFFICIAL ENERGY DRINK SPONSOR

COCA-COLA // OFFICIAL SOFT DRINK SPONSOR



**finetwork**  
MAIN SPONSOR

**Sevilla**  
*Turismo*  
NECK (BACK)



**hummel**  
TECHNICAL PARTNER

SLEEVE



BACK OF SHIRT

# REGIONAL SPONSORS

AVATARZ // REGIONAL SPONSOR

VWIN // REGIONAL BETTING SPONSOR IN ASIA

DOVES // REGIONAL MORTUARY SPONSOR

GULLON // REGIONAL COOKIES SPONSOR

OLYBET // EUROPEAN BETTING SPONSOR

ROJABET // REGIONAL BETTING SPONSOR



**MuchBetter**  
SHORTS (FRONT)





# GLOBAL SPONSORS

- NIVEA MEN // OFFICIAL BODY CARE SPONSOR
- BMW // OFFICIAL AUTOMOTIVE SPONSOR
- HANKOOK // OFFICIAL TYRE SPONSOR
- MAHOU // OFFICIAL BEER SPONSOR
- EASYMARKETS // OFFICIAL TRADING SPONSOR
- PALLADIUM // OFFICIAL HOTEL SPONSOR
- EA SPORTS // OFFICIAL VIDEO GAMING SPONSOR
- CISCO // OFFICIAL TECHNOLOGY SPONSOR
- ZEGNA // OFFICIAL LUXURY TRAVELWEAR SPONSOR
- DAKTRONICS // OFFICIAL AUDIOVISUAL SYSTEMS SPONSOR
- ABBOTT // OFFICIAL PHARMACEUTICAL SPONSOR
- ADOBE // OFFICIAL EXPERIENCE CLOUD SPONSOR
- CANTABRIA LABS // OFFICIAL COSMETICS SPONSOR
- SOFTEK // OFFICIAL IT SERVICES SPONSOR



**Emirates**  
FLY BETTER  
MAIN SPONSOR

**adidas**  
TECHNICAL PARTNER



**OFFICIAL TRAINING KIT SPONSOR**  
**Emirates**  
FLY BETTER  
// MAIN SPONSOR





# REGIONAL SPONSORS

- MOVISTAR // REGIONAL CONNECTIVITY 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
- KOK SPORTS // REGIONAL ENTERTAINMENT SPONSOR
- CODERE // REGIONAL BETTING SPONSOR
- DUA KELINCI // REGIONAL SNACK SPONSOR
- UNICAJA // REGIONAL BANK SPONSOR
- SPORTYBET // REGIONAL BETTING SPONSOR
- KAIYUN SPORTS // REGIONAL SPORTS PLATFORM SPONSOR
- BANTRAB // REGIONAL BANK SPONSOR



**Emirates**  
FLY BETTER  
MAIN SPONSOR

**adidas**  
TECHNICAL PARTNER







# COMMERCIAL PARTNERS

- COCA-COLA // OFFICIAL SOFT DRINK PARTNER
- KELER // OFFICIAL BEER PARTNER
- EUSKALTEL // OFFICIAL TELECOMMUNICATIONS PARTNER
- ESKOAUTO TOYOTA // OFFICIAL AUTOMOTIVE PARTNER
- POLICLÍNICA GUIPÚZCOA // OFFICIAL MEDICAL PARTNER
- BM // OFFICIAL SUPERMARKET PARTNER
- IMQ // OFFICIAL INSURANCE PARTNER
- LOREAK MENDIAN // OFFICIAL FORMAL WEAR PARTNER
- LALIGA SANTANDER // INSTITUTIONAL PARTNER
- BCD SPORTS // OFFICIAL TRAVEL AGENCY PARTNER
- IRIZAR // OFFICIAL MOBILITY PARTNER
- AMPO // OFFICIAL INDUSTRIAL TECHNOLOGY PARTNER
- SORARE // OFFICIAL FANTASY FOOTBALL PARTNER
- LALIGA GOLAZOS // OFFICIAL COLLECTIBLE MOMENTS PARTNER
- SOCIOS.COM // OFFICIAL FAN TOKEN PARTNER



**CAZOO**  
MAIN SPONSOR

**REALE SEGUROS**  
SLEEVE

**macron**  
TECHNICAL PARTNER

**k** kutxabank  
BACK OF SHIRT



**STADIUM PARTNER** **REALE SEGUROS**

**OFFICIAL TRAINING KIT SPONSOR** **CAZOO**  
// MAIN SPONSOR

**finetwork**  
SHORTS (FRONT)

# OFFICIAL SPONSORS

AIR EUROPA // OFFICIAL AIRLINE SPONSOR

BMW FUENTEOLID // OFFICIAL AUTOMOTIVE SPONSOR

CAIXABANK // OFFICIAL BANK SPONSOR



MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER



BACK OF SHIRT

## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR



SHORTS (FRONT)



# OFFICIAL PARTNERS

- SOCIOS.COM // OFFICIAL FAN TOKEN PARTNER
- ROBLES // OFFICIAL RESTAURANT PARTNER
- SCALPERS // OFFICIAL FORMAL WEAR PARTNER
- CRUZCAMPO // OFFICIAL BEER PARTNER
- EISENAR SEGUROS // OFFICIAL INSURANCE PARTNER
- CAIXABANK // OFFICIAL BANK PARTNER
- SORARE // OFFICIAL NFTS CARDS PARTNER
- MOMENTOMARKET // OFFICIAL MEMORABILIA PARTNER
- LALIGA GOLAZOS // OFFICIAL NFTS HIGHLIGHTS PARTNER



# REGIONAL PARTNERS

- TLC BET // OFFICIAL REGIONAL BETTING PARTNER
- DAFABET // OFFICIAL REGIONAL BETTING PARTNER
- KHELRAJA & EKINGS // OFFICIAL REGIONAL GAMING PARTNER





ALL CLUBS

# OFFICIAL SPONSORS

- BMW AUTOMOTOR COSTA // OFFICIAL MOBILITY SPONSOR
- COSTA DE ALMERÍA // INSTITUTIONAL SPONSOR
- ESTRELLA DE LEVANTE // OFFICIAL BEER SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- CASI // OFFICIAL FOOD SPONSOR (TOMATOES)
- DEKTON // OFFICIAL CONSTRUCTION MATERIALS SPONSOR
- ALMERIA CIUDAD // INSTITUTIONAL SPONSOR
- J.CANO // OFFICIAL TRANSPORT SPONSOR
- AJCC CONSTRUCTORA // OFFICIAL BUILDING SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- NAIF ALRAJHI // OFFICIAL INVESTMENT SPONSOR
- LALIGA GOLAZOS // OFFICIAL COLLECTIBLE MOMENTS SPONSOR

STADIUM PARTNER



OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR



MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER



BACK OF SHIRT



كودو  
KUDU

SHORTS (FRONT)



SHORTS (BACK)



# PREMIUM PARTNERS

- CAIXABANK // OFFICIAL BANK PARTNER
- COCA-COLA // OFFICIAL SOFT DRINK PARTNER
- AMSTEL // OFFICIAL BEER PARTNER
- VCF FAN TOKEN // OFFICIAL FAN TOKEN PARTNER



**CAZOO**  
MAIN SPONSOR

**SAILUN TIRE**  
SLEEVE

**PUMA**  
TECHNICAL PARTNER

**HERRERO BRIGANTINA**  
Insurance Broker  
BACK OF SHIRT

# OFFICIAL PARTNERS

- ACRONIS // OFFICIAL CYBERSECURITY PARTNER
- VUELING // OFFICIAL AIRLINE PARTNER
- VITALDENT // OFFICIAL DENTIST PARTNER
- B THE TRAVEL BRAND // OFFICIAL TRAVEL AGENCY PARTNER
- ZUMUB.COM // OFFICIAL SPORTS NUTRITION PARTNER
- SORARE // OFFICIAL FANTASY FOOTBALL PARTNER
- BLACKCAPE // OFFICIAL MEN'S FASHION PARTNER



**SKODA**  
SHORTS (FRONT)





# OFFICIAL SPONSORS

- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- ASISA // OFFICIAL MEDICAL SPONSOR
- MARZÁ // OFFICIAL AUTOMOTIVE SPONSOR
- HALCÓN VIAJES // OFFICIAL TRAVEL AGENCY SPONSOR
- TEIKA // OFFICIAL VENDING SPONSOR
- STATSBOMB // OFFICIAL SOCCER DATA SPONSOR
- RENFE // OFFICIAL RAILWAY TRANSPORT SPONSOR
- DIRECTOR11 // OFFICIAL MANAGEMENT SOFTWARE SPONSOR
- WIMU PRO // OFFICIAL PERFORMANCE ANALYSIS SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- LALIGA GOLAZOS // OFFICIAL COLLECTIBLE MOMENTS SPONSOR



## MAIN STADIUM SPONSORS



## OFFICIAL TRAINING KIT SPONSOR



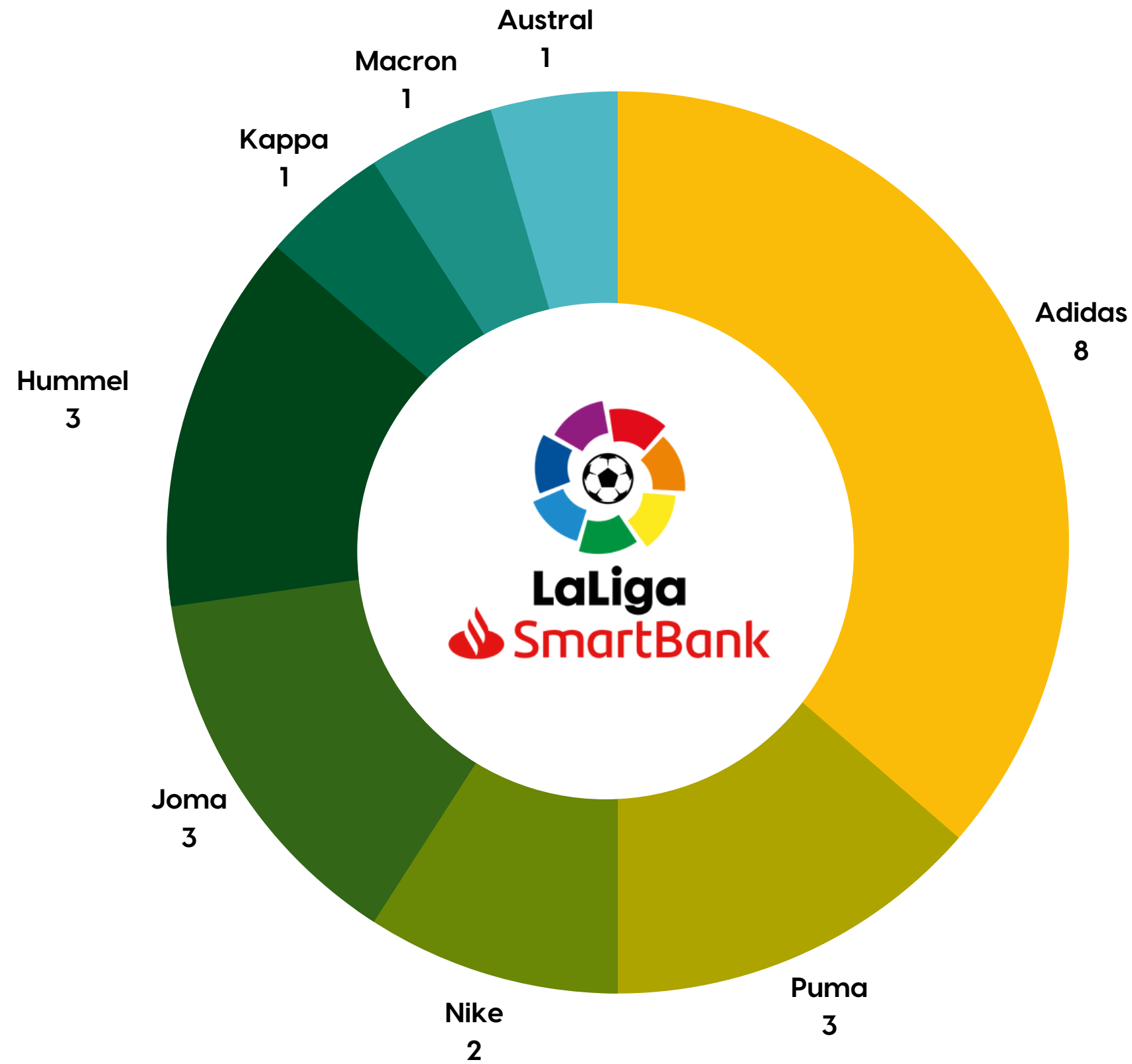


**LaLiga**



**SmartBank**

# technical partners in LaLiga SmartBank



Technical partner

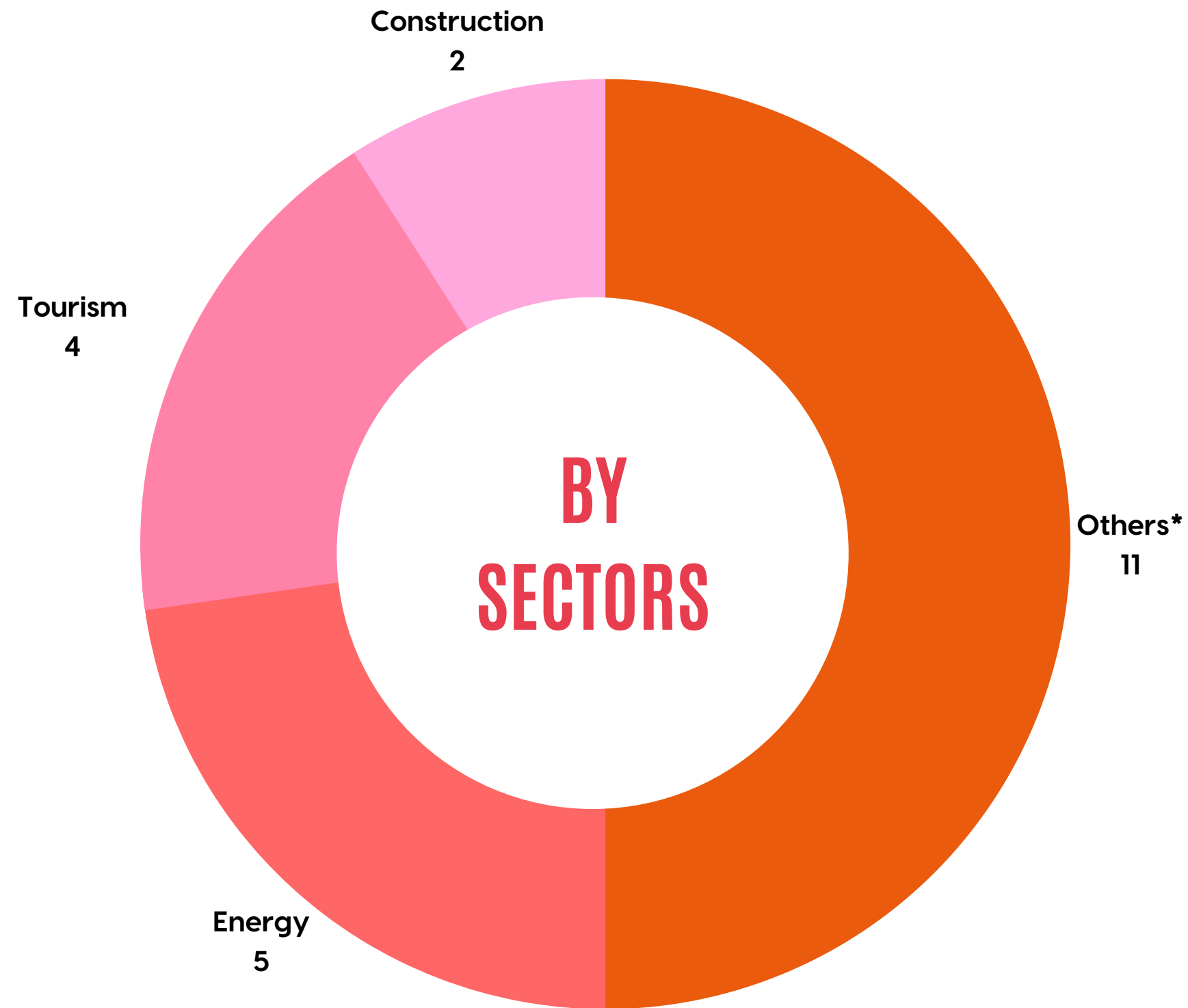


## TOP (VS 21/22)

	+1 ↑								
	+1 ↑								
	+-0								
	+1 ↑								



# main sponsor in LaLiga SmartBank

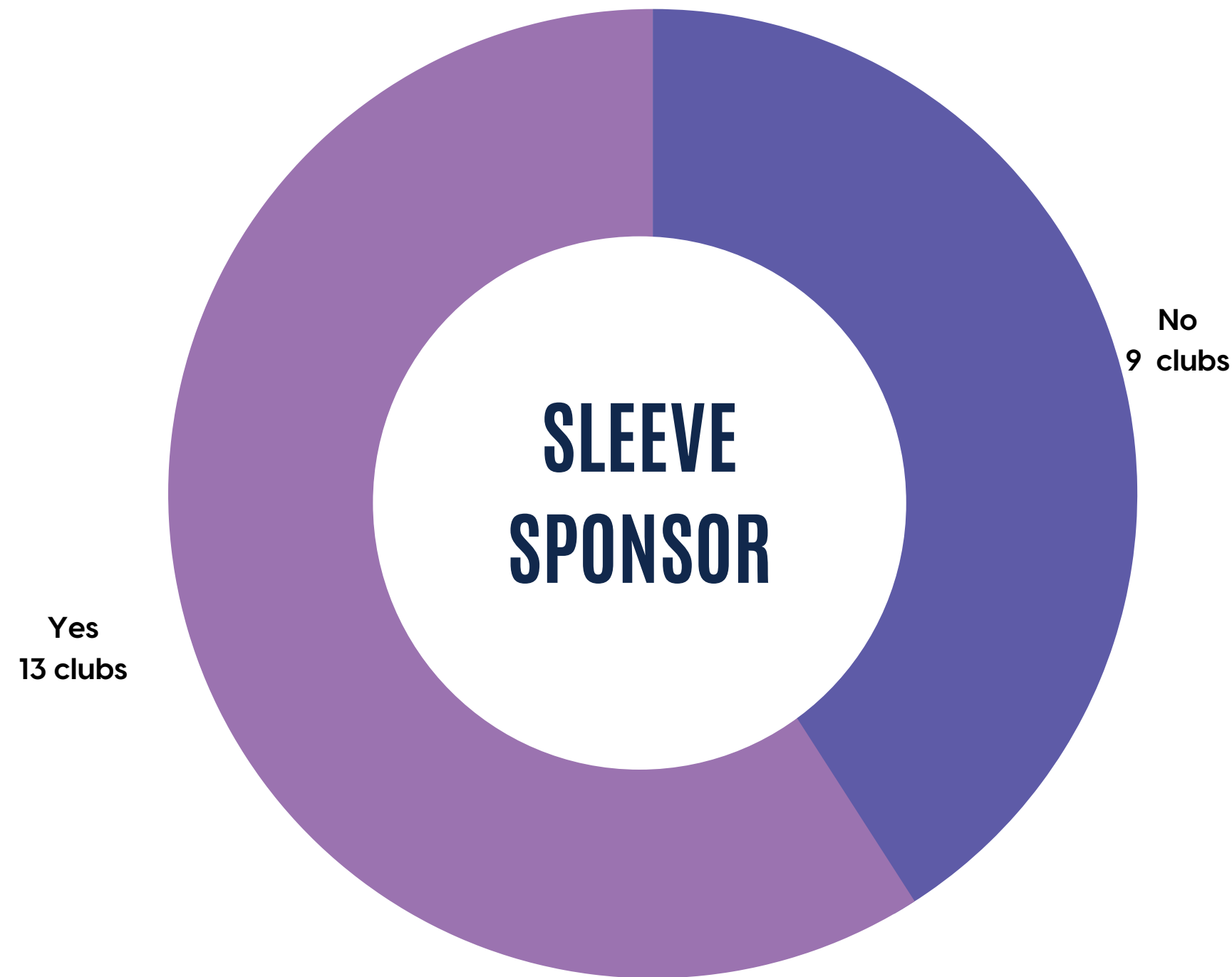


## TOP (VS 21/22)

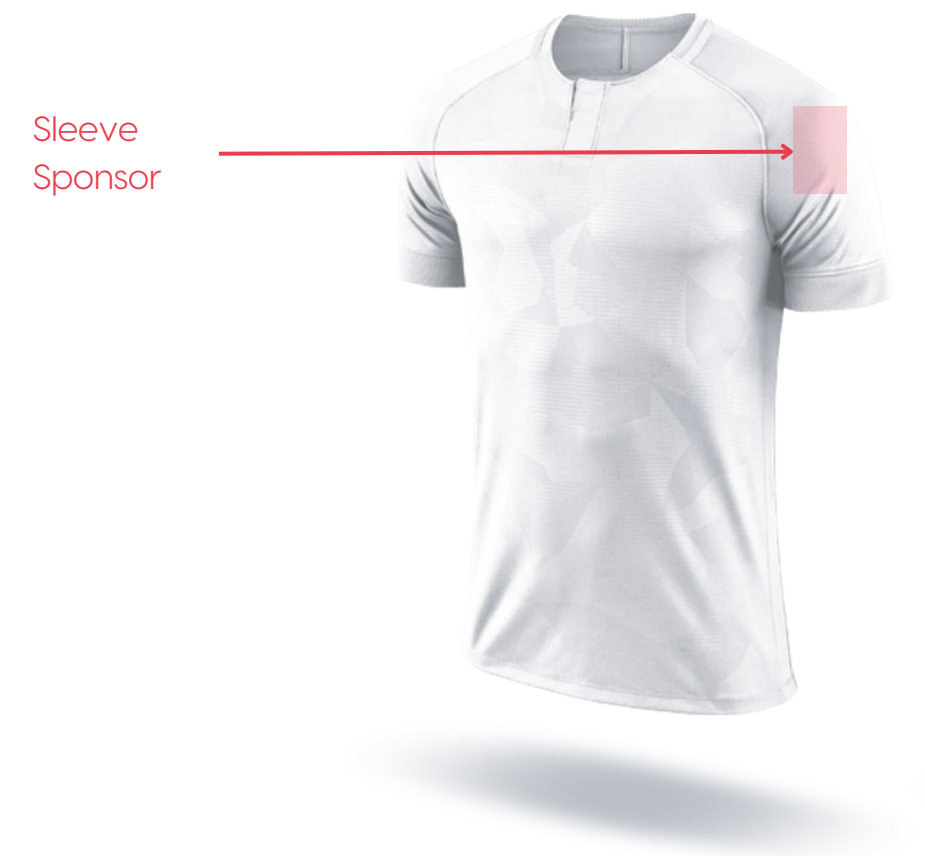
<b>Energy</b> 5 clubs	+3 ↑	 
<b>Tourism</b> 4 clubs	+1 ↑	
<b>Construction</b> 2 clubs	-1 ↓	

(\*) Insurance, sports technology, beer, consulting, hygiene, bank, automotive, telecom, fragrances, ceramic pavements, none.

# sleeve sponsor in LaLiga SmartBank



+ - 0 VS 21/22



## TOP SECTOR FOOD AND BEVERAGE

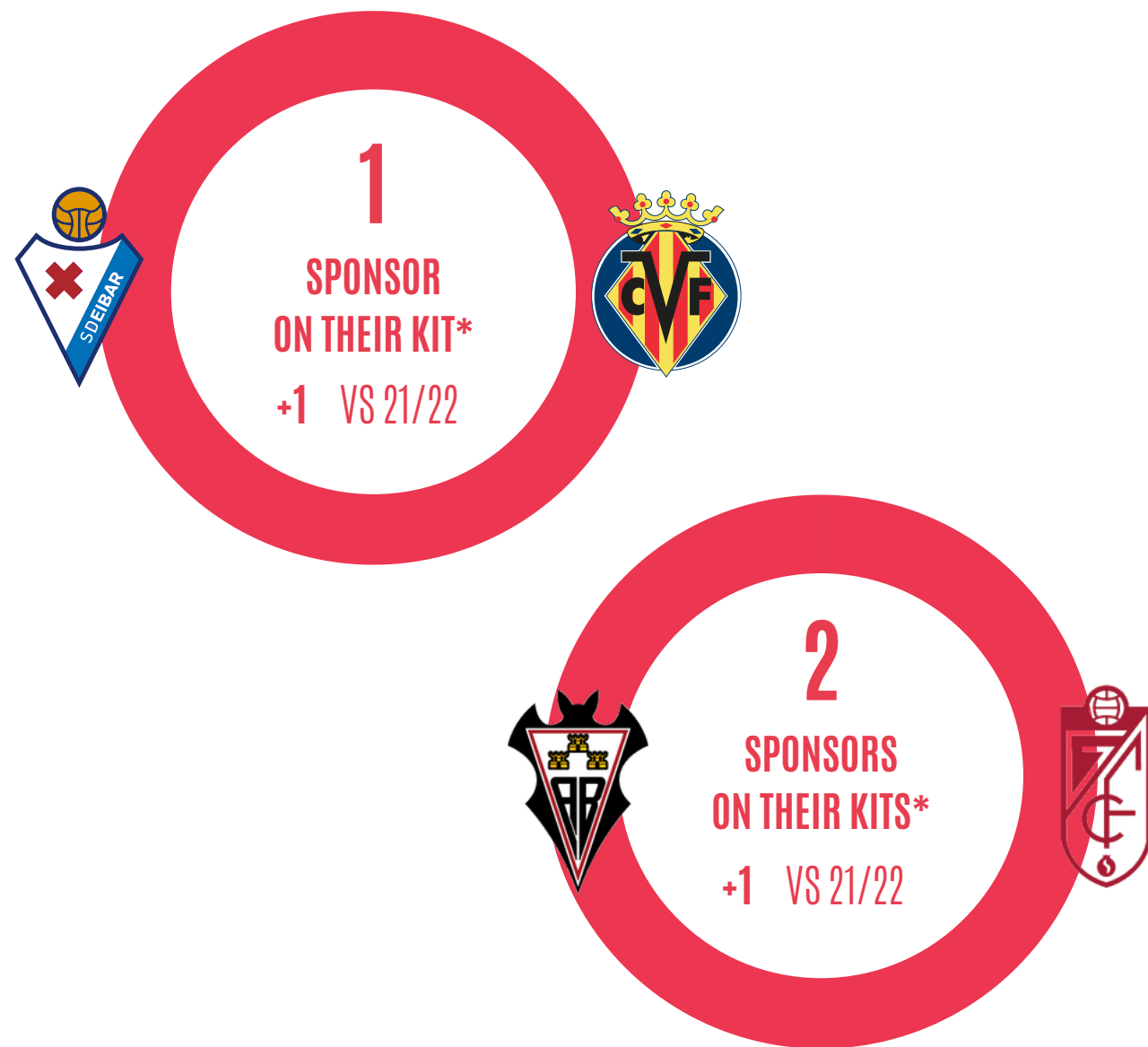


Real Racing Club



UD Las Palmas

# clubs with **LESS** sponsors on their kits



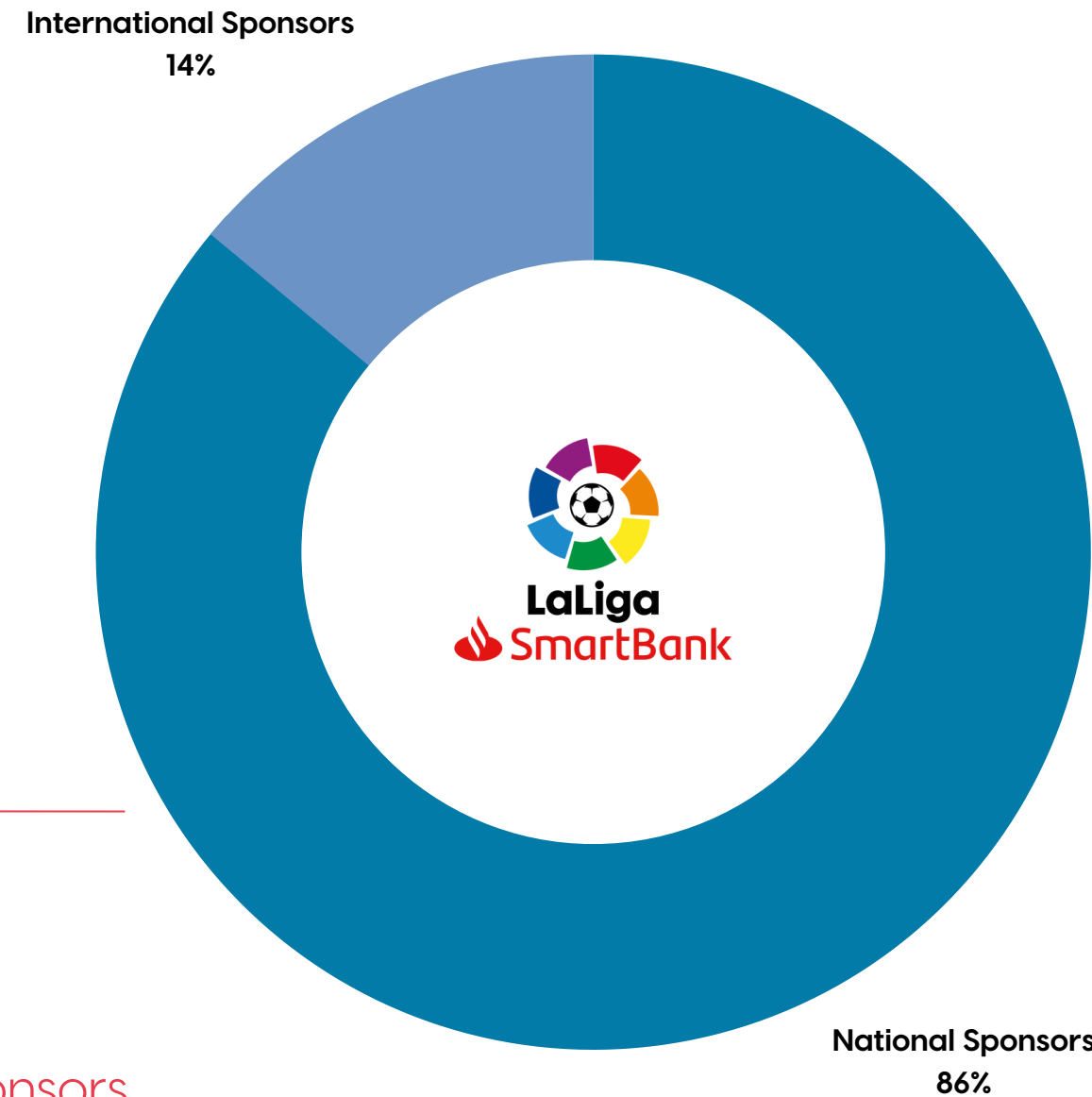
# clubs with **THE MOST** sponsors on their kits



(\*) Not counting the technical sponsor.

# international vs national sponsors

LaLiga SmartBank



**365** Total Sponsors

**51** International Sponsors

**314** National Sponsors

Teams with the most international companies as partners:



- RAINBOW SPORTS
- VISIT MALAWI
- SORARE
- ASSA ABLOY
- DIONE ICE CREAM
- COCA-COLA
- BLUE CROW SPORTS GROUP

**7**  
TOTAL

(\*) Sponsors from Andorra have been considered National.



SELECT THE CLUB  
TO GO TO THE FILE



ALBACETE BP



BURGOS CF



CD LEGANÉS



CD LUGO



CD MIRANDES



CD TENERIFE



D. ALAVÉS



FC ANDORRA



FC CARTAGENA



GRANADA CF



LEVANTE UD



MÁLAGA CF



REAL OVIEDO



REAL RACING CLUB



REAL SPORTING



REAL ZARAGOZA



SD EIBAR



SD HUESCA



SD PONFERRADINA



UD IBIZA



UD LAS PALMAS



VILLARREAL B CF

# OFFICIAL SPONSORS

- RODACAL BEYEM // OFFICIAL BUILDING SPONSOR
- RENAULT AUTOMAOR // OFFICIAL AUTOMOTIVE SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- FITOTOGETHER // OFFICIAL DATA ANALYSIS SPONSOR
- SOMOS DEPORTE // OFFICIAL SPORT PROMOTION SPONSOR
- ALTAFIT // OFFICIAL GYM CLUB SPONSOR
- SCIENTIFFIC NUTRITION // OFFICIAL SPORT NUTRITION SPONSOR
- MAHOU // OFFICIAL BEER SPONSOR
- CLÍNICA VELLANDO // OFFICIAL DENTISTRY CLINIC SPONSOR
- CLÍNICA SANMIGUEL // OFFICIAL ORTHOPEDIC CLINIC SPONSOR
- CLÍNICA AZORÍN // OFFICIAL PHYSICAL THERAPY CLINIC SPONSOR
- CLICK DATOS // OFFICIAL CONSULTANCY SPONSOR
- QUIRÓN SALUD // OFFICIAL HOSPITAL GROUP SPONSOR
- JOYERÍA ROYO // OFFICIAL JEWELRY STORE SPONSOR



**iner**  
MAIN SPONSOR

**adidas**  
TECHNICAL PARTNER



**VER-INVEST**  
SHORTS (BACK)

OFFICIAL TRAINING KIT SPONSOR **iner**  
// MAIN SPONSOR





# OFFICIAL SPONSORS

COCA – COLA // OFFICIAL SOFT DRINK SPONSOR

GJ AUTOMOTIVE // OFFICIAL AUTOMOTIVE SPONSOR

GRUPO NB // OFFICIAL CLEANING SPONSOR

AYUNTAMIENTO DE BURGOS // INSTITUTIONAL SPONSOR

SAN MIGUEL // OFFICIAL BEER SPONSOR

GONALPI SL // OFFICIAL REAL ESTATE SPONSOR

GLOBALIA // OFFICIAL TOURIST GROUP SPONSOR

CAIXABANK // OFFICIAL BANK SPONSOR

SCIENTIFFIC NUTRITION // OFFICIAL SPORT NUTRITION SPONSOR

SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR

WIMU // OFFICIAL PERFORMANCE MONITORING SYSTEMS SPONSOR



MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER



BACK OF SHIRT



SHORTS (FRONT)



SHORTS (BACK)

## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR





# OFFICIAL SPONSORS

- RAINBOW SPORTS // MAIN SPONSOR
- VISIT MALAWI // MAIN SPONSOR
- SOTYSOLAR // MAIN SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- MAHOU // OFFICIAL BEER SPONSOR
- HALCÓN VIAJES // OFFICIAL TRAVEL AGENCY SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- BCD SPORTS // OFFICIAL TRAVEL AGENCY SPONSOR
- VITALDENT // OFFICIAL DENTAL CLINIC SPONSOR
- ASSA ABLOY // OFFICIAL ACCESS SOLUTIONS SPONSOR
- SCIENTIFFIC NUTRITION // OFFICIAL SPORT NUTRITION SPONSOR
- ENERYETI // OFFICIAL ENERGY DRINKSPONSOR
- DIONE ICE CREAM // OFFICIAL ICE CREAM SPONSOR
- DOMINOS PIZZA // OFFICIAL PIZZA SPONSOR
- CUPRA SURMOCIÓN // OFFICIAL AUTOMOTIVE SPONSOR
- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- AQUABONA // OFFICIAL WATER SPONSOR
- CESUR FORMACIÓN // OFFICIAL HIGHER EDUCATION CENTER SPONSOR



SHORTS (FRONT)



SHORTS (BACK)







# PREMIUM SPONSORS

EL PROGRESO // OFFICIAL MEDIA SPONSOR

HOSPITAL POLUSA // OFFICIAL MEDICAL SPONSOR

ALSA // OFFICIAL MOBILITY SPONSOR



MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER



BACK OF SHIRT

# OFFICIAL SPONSORS

CABREIROÁ // OFFICIAL WATER SPONSOR

CANDELAS // OFFICIAL COFFEE SPONSOR

CALFENSA // OFFICIAL LAWN CARE SPONSOR

COCA-COLA // OFFICIAL SOFT DRINK SPONSOR

RIO NATURA // OFFICIAL DRINK SPONSOR

MGR // OFFICIAL MINING & METALS SPONSOR

HALCÓN VIAJES // OFFICIAL TRAVEL AGENCY SPONSOR

DAPPER // OFFICIAL COLLECTIBLE MOMENTS SPONSOR

# OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR





# INSTITUTIONAL SPONSORS

CONCELLO DE LUGO // INSTITUTIONAL SPONSOR

XUNTA DE GALICIA // INSTITUTIONAL SPONSOR

DEPUTACIÓN DE LUGO // INSTITUTIONAL SPONSOR



MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER

//ABANCA

BACK OF SHIRT





# OFFICIAL SPONSORS

- PROVINCIA DE BURGOS // OFFICIAL TOURISM SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- HALCÓN VIAJES // OFFICIAL TRAVEL AGENCY SPONSOR
- MCDONALD'S // OFFICIAL FAST FOOD SPONSOR
- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- SEAT ARLANZÓN // OFFICIAL AUTOMOTIVE SPONSOR
- FITOGETHER // OFFICIAL TECHNOLOGICAL SPONSOR
- SANTALUCÍA SEGUROS // OFFICIAL MEDICAL INSURANCE SPONSOR



MAIN SPONSOR



TECHNICAL PARTNER

IZADI

BACK OF SHIRT



SHORTS  
(FRONT AND BACK)

# SPONSORS

- BP // OFFICIAL GAS STATION SPONSOR
- GALLETAS CORAL // OFFICIAL SNACK SPONSOR
- CAFÉS GOMETERO // OFFICIAL COFFEE SPONSOR
- OPTICA PILSA // OFFICIAL OPTICAL SPONSOR
- FEDERÓPTICOS JOMSA // OFFICIAL OPTICAL SPONSOR
- AUDIOCENTRO JOMSA // OFFICIAL HEARING AID SPONSOR
- TUDANCA // OFFICIAL RESTAURANT SPONSOR
- NOVADIET // OFFICIAL HEALTH SPONSOR
- SCIENTIFFIC NUTRITION // OFFICIAL SPORT NUTRITION SPONSOR





# OFFICIAL SPONSORS

CAIXABANK // OFFICIAL BANK SPONSOR

AIREUROPA // OFFICIAL AIRLINE SPONSOR

COCA-COLA // OFFICIAL SOFT DRINK SPONSOR

HOSPITEN // OFFICIAL MEDICAL SERVICE SPONSOR

FUENTE ALTA // OFFICIAL WATER SPONSOR



MAIN SPONSOR



NECK (BACK)



SLEEVE



TECHNICAL PARTNER



BACK OF SHIRT



SHORTS (FRONT)

## OFFICIAL TRAINING KIT SPONSORS





# 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
- ELEYCO // OFFICIAL EVENTS ORGANIZER SPONSOR
- NAUTALIA VIAJES // OFFICIAL TRAVEL AGENCY SPONSOR
- HYUNDAI AUTOLASA // OFFICIAL AUTOMOTIVE SPONSOR
- FAGRON // OFFICIAL PHARMACEUTICAL SPONSOR
- PODOACTIVA // OFFICIAL CLINIC SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR



MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER



BACK OF SHIRT



HOTELES  
SHORTS  
(FRONT)



SHORTS  
(BACK)





# OFFICIAL SPONSORS

- VISA // OFFICIAL INTERNATIONAL SALES SPONSOR
- 226ERS // OFFICIAL SPORT NUTRITION SPONSOR
- ESTRELLA DAMM // OFFICIAL BEER SPONSOR
- ANYÓSPARK // OFFICIAL FITNESS CENTER SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- VERI // OFFICIAL WATER SPONSOR
- DAPPER // OFFICIAL MAPPING SPONSOR
- ENGEL & VÖLKERS // OFFICIAL REAL-ESTATE SPONSOR
- COMA // OFFICIAL COFFE ROASTER SPONSOR
- COMÚ D'ANDORRA LA VELLA // INSTITUTIONAL SPONSOR
- COMÚ D'ENCAMP // INSTITUTIONAL SPONSOR
- RTVA // OFFICIAL BROADCASTING SPONSOR
- TAGSYSTEMS // OFFICIAL MONITORING SPONSOR
- ABAST // OFFICIAL FISCAL ADVICE SPONSOR



MAIN SPONSOR



NECK (BACK)



TECHNICAL PARTNER

PYRÉNÈES  
ANDORRA

BACK OF SHIRT



OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR



# OFFICIAL SPONSORS

- ESTRELLA DE LEVANTE // OFFICIAL BEER SPONSOR
- GESA MEDIACIÓN // OFFICIAL INSURANCE SPONSOR
- AYUNTAMIENTO DE CARTAGENA // INSTITUTIONAL SPONSOR
- HYUNDAI HUERTAS MÓVIL // OFFICIAL AUTOMOTIVE SPONSOR
- ATHOS ONLINE // OFFICIAL DIGITAL MARKETING AGENCY SPONSOR
- BP // OFFICIAL GAS STATION SPONSOR
- TELE CARTAGENA // OFFICIAL COMMUNICATION SPONSOR
- PICGLAZE // OFFICIAL PHOTOGRAPHY SPONSOR
- REPSOL // OFFICIAL GAS STATION SPONSOR
- BNFIX // OFFICIAL ACCOUNTANCY SPONSOR
- RICARDO FUENTES // OFFICIAL FISH MARKETING SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- ITREM // INSTITUTIONAL SPONSOR
- PUERTO DE CARTAGENA // INSTITUTIONAL SPONSOR



MAIN SPONSOR



TECHNICAL PARTNER



NECK (BACK)



Puerto de Cartagena  
Autoridad Portuaria de Cartagena

SLEEVE



BACK OF SHIRT



SHORTS (FRONT)

## OFFICIAL TRAINING KIT SPONSOR





# OFFICIAL SPONSORS

- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- PULEVA // OFFICIAL CHOCOLATE MILKSHAKE SPONSOR
- COVIRAN // OFFICIAL SUPERMARKET SPONSOR
- BCD SPORTS // OFFICIAL TRAVEL AGENCY SPONSOR
- DAPPER // OFFICIAL COLLECTIBLE MOMENTS SPONSOR
- BESOCCKER // OFFICIAL SOCCER NEWS SPONSOR
- CERVEZAS ALHAMBRA // OFFICIAL BEER SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- MERCEDES-BENZ GRANADA PREMIUM // OFFICIAL AUTOMOTIVE SPONSOR







# GOLD SPONSORS

SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR  
LALIGA SANTANDER // INSTITUTIONAL SPONSOR



MAIN SPONSOR

BALEARIA

NECK (BACK)



TECHNICAL PARTNER



BACK OF SHIRT



# SILVER SPONSORS

AMSTEL // OFFICIAL BEER SPONSOR  
ASISA // OFFICIAL MEDICAL SPONSOR  
COCA-COLA // OFFICIAL SOFT DRINK SPONSOR  
BCD TRAVEL // OFFICIAL TRAVEL SPONSOR

## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR





# PREMIUM SPONSORS

CAIXABANK // OFFICIAL BANK SPONSOR

SAN MIGUEL // OFFICIAL BEER SPONSOR

COCA-COLA // OFFICIAL SOFT DRINK SPONSOR



MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER



BACK OF SHIRT



BESOCER

SHORTS (FRONT)



SHORTS (BACK)

## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR



# OFFICIAL SPONSORS

- MAHOU // OFFICIAL BEER SPONSOR
- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- GAM // ENGINEERING SPONSOR
- ALSA // MOBILITY SPONSOR
- ALIMERKA // SUPERMARKET SPONSOR
- CLÍNICA ASTURIAS // HEALTH CENTER SPONSOR
- HOTEL SILKEN MONUMENTAL NARANCO // HOTEL SPONSOR
- GOFIT // SPORT CENTER SPONSOR
- HALCÓN VIAJES // TRAVEL AGENCY SPONSOR
- RICOH // DIGITAL SERVICES SPONSOR
- CARREA // METALLIC CONSTRUCTIONS SPONSOR
- SELLO LEGAL ABOGADOS // LAW FIRM SPONSOR
- CASA LOBATO // GASTRONOMY SPONSOR
- MAPFRE // INSURANCE SPONSOR
- PINTURAS PRINCIPADO // PAINT SPONSOR
- LA NUEVA ESPAÑA // MEDIA SPONSOR
- EL COMERCIO // MEDIA SPONSOR
- MOLCAWORLD // CONSULTING SPONSOR



**DIGI**  
MAIN SPONSOR

@xiom  
NECK (BACK)

**hummel**  
MAIN LATERAL SPONSOR

INTEGRA  
SLEEVE

**adidas**  
TECHNICAL PARTNER

Tartiere Auto  
BACK OF SHIRT



biow  
Health Division  
SHORTS  
(FRONT)

**W3 FanSports**  
SHORTS  
(BACK)

## OFFICIAL TRAINING KIT SPONSOR

**DIGI**  
// MAIN SPONSOR



# MAIN SPONSORS

- SANTANDER // OFFICIAL BANK SPONSOR
- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- BLENDIO // OFFICIAL AUTOMOTIVE SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR



MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER



BACK OF SHIRT

# PREMIUM SPONSORS

- ASISA // OFFICIAL MEDICAL SPONSOR
- EL DIARIO MONTAÑÉS // OFFICIAL DIARY SPONSOR
- LLORENTE OFIMÁTICA DIGITAL // OFFICIAL TECHNOLOGY SPONSOR
- MANUFACTURAS DEPORTIVAS // OFFICIAL MANUFACTURE SPONSOR
- SAN MIGUEL // OFFICIAL BEER SPONSOR
- B TRAVEL // OFFICIAL TRAVEL SPONSOR
- GRUPO SEGUSER // OFFICIAL SECURITY SPONSOR
- ADAMO // OFFICIAL TELECOM SPONSOR
- MANRIQUE PEDRAZA // OFFICIAL DENTISTRY CLINIC SPONSOR

## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR



SHORTS (FRONT)



SHORTS (BACK)





# SPONSORS

- CONSTRUCCIONES HAYA & IBAÑEZ // OFFICIAL CONSTRUCTION SPONSOR
- RESTAURANTE LA VENTANA // OFFICIAL RESTAURANT SPONSOR
- CANTABRIA LABS // OFFICIAL DERMATOLOGY SPONSOR
- GLEZCO // OFFICIAL CONSULTING AND ADVICE SPONSOR
- OK SOFÁS // OFFICIAL COUCH SPONSOR
- NILAK // OFFICIAL BOTTLES AND BARRELS SPONSOR
- STREAM MOBILE // OFFICIAL TELEPHONY SPONSOR
- GRUPO LA NAVARRA // OFFICIAL DISTILLERY SPONSOR
- HOTEL & SPA MILAGROS // OFFICIAL HOTEL SPONSOR
- CARREFOUR // OFFICIAL SUPERMARKET SPONSOR
- VALLUCAS // OFFICIAL POTATO SHOP SPONSOR
- INMO SANFERNANDO // OFFICIAL REAL-ESTATE SPONSOR
- AGROCAMPO // OFFICIAL VETERINARY AND LIVESTOCK SPONSOR
- ARTIPUBLI // OFFICIAL DIGITAL PRINTING SPONSOR
- CÓDICE // OFFICIAL OPPOSITION CENTER SPONSOR
- PEFERSA // OFFICIAL GRAPHIC ARTS SPONSOR
- COPSESA // OFFICIAL CONSTRUCTION SPONSOR



MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER



BACK OF SHIRT



SHORTS (FRONT)



SHORTS (BACK)





# OFFICIAL SPONSORS

- MAHOU // OFFICIAL BEER SPONSOR
- HALCÓN VIAJES // OFFICIAL TRAVEL AGENCY SPONSOR
- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- FUNDACIÓN CAJA RURAL DE GIJÓN // INSTITUTIONAL BANK SPONSOR
- TRABANCO // OFFICIAL CIDER SPONSOR
- TELECABLE // OFFICIAL TELECOMMUNICATION SPONSOR



GIJÓN (AWAY)



BACK OF SHIRT



SHORTS (BACK)

## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR



# PREMIUM SPONSORS

CAIXABANK // OFFICIAL BANK SPONSOR

DIPUTACIÓN DE ZARAGOZA // INSTITUTIONAL SPONSOR

ZARAGOZA DEPORTE // INSTITUTIONAL SPONSOR



**CARAVAN**  
FRAGANCIAS  
MAIN SPONSOR

**adidas**  
TECHNICAL PARTNER

**AMBAR**  
BACK OF SHIRT



**embou**  
SHORTS  
(BACK)

OFFICIAL TRAINING KIT SPONSOR

**CARAVAN**  
FRAGANCIAS  
// MAIN SPONSOR



# OFFICIAL SPONSORS

- AURA // OFFICIAL EVENTS ORGANIZER SPONSOR
- AZULEJOS MONCAYO // OFFICIAL CERAMIC INTERIOR DESIGN SPONSOR
- B THE TRAVEL BRAND // OFFICIAL TRAVEL AGENCY SPONSOR
- GRANDES VINOS // OFFICIAL WINE SPONSOR
- GRUPAUTO // OFFICIAL ROAD FORMATION SPONSOR
- HIBERUS // OFFICIAL TECHNOLOGY SPONSOR
- LUNARES // OFFICIAL WATER SPONSOR
- MAS PREVENCIÓN // OFFICIAL RISKS PREVENTION SPONSOR
- PODOACTIVA // OFFICIAL PODOLOGY CLINIC SPONSOR
- QUIRÓN SALUD // OFFICIAL MEDICAL SPONSOR
- GRUPO SESÉ // OFFICIAL LOGISTICS SPONSOR
- VOLKSWAGEN AUTOMOCIÓN ARAGONESA // OFFICIAL AUTOMOTIVE SPONSOR
- AUDI CENTER ZARAGOZA // OFFICIAL AUTOMOTIVE SPONSOR
- GRUPO PIQUER // OFFICIAL EDUCATIONAL CONSULTANCY SPONSOR
- SCIENTIFIC NUTRITION // OFFICIAL SPORTS NUTRITION SPONSOR
- BESOC CER // OFFICIAL SPORTS TECHNOLOGY SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- BIRDCOM // OFFICIAL MARKETING AGENCY SPONSOR
- MERIDEIM GAMES // OFFICIAL DRIVING SCHOOL SPONSOR



**CARAVAN**  
FRAGANCIAS  
MAIN SPONSOR

**adidas**  
TECHNICAL PARTNER

**AMBAR**  
BACK OF SHIRT



**embou**  
SHORTS  
(BACK)







# PREMIUM PARTNERS

SAN MIGUEL // OFFICIAL BEER PARTNER

CAIXABANK // OFFICIAL BANK PARTNER



**eibho**  
MAIN SPONSOR

**Joma**  
TECHNICAL PARTNER



## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR



SD EIBAR

ALL CLUBS



# OFFICIAL SPONSORS

CAIXABANK // OFFICIAL BANK SPONSOR

SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR

SKYLIGHT // OFFICIAL CONSULTING SPONSOR



**Huesca**  
La Magia  
MAIN SPONSOR

SLEEVE

TECHNICAL PARTNER

BACK OF SHIRT



SHORTS  
(FRONT)

SHORTS  
(BACK)

## OFFICIAL TRAINING KIT SPONSOR

**Huesca**  
La Magia  
// MAIN SPONSOR



# OFFICIAL SPONSORS

- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- ESTRELLA GALICIA // OFFICIAL BEER SPONSOR
- DAPPER // OFFICIAL COLLECTIBLE MOMENTS SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- AYUNTAMIENTO DE PONFERRADA // INSTITUTIONAL SPONSOR
- DIPUTACIÓN DE LEÓN // INSTITUTIONAL SPONSOR



**tvitec**  
MAIN SPONSOR

**GRUPO CAJA RURAL**  
NECK (BACK)

**adidas**  
TECHNICAL PARTNER

**VALCARCE**  
BACK OF SHIRT



**VIVE PONFERRADA**  
SHORTS (FRONT)

**GRUPO CAJA RURAL**  
SHORTS (BACK)

## OFFICIAL TRAINING KIT SPONSOR

PONFERRADA CON EL DEPORTE// MAIN SPONSOR





# PREMIUM PARTNERS

PALLADIUM HOTEL GROUP // OFFICIAL HOTEL GROUP PARTNER



MAIN SPONSOR



TECHNICAL PARTNER



NECK (BACK)



SLEEVE



BACK OF SHIRT



OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR

SPONSOR STADIUM PARTNER



SHORTS (FRONT)



SHORTS (BACK)



# OFFICIAL PARTNERS

- VOLKSWAGEN EIVIMOTOR // OFFICIAL MOBILITY PARTNER
- FLUGE IBIZA AUDIOVISUALES // OFFICIAL EVENTS PARTNER
- D.A.S SOUND WITH SOUL // OFFICIAL SOUND PARTNER
- POLICLÍNICA NUESTRA SRA DEL ROSARIO // OFFICIAL MEDICAL PARTNER
- SENDA INSULAR // OFFICIAL LOGISTICS PARTNER
- BALEARIA // OFFICIAL TRANSPORT PARTNER
- TORYTRANS // OFFICIAL ELECTRICAL COMPONENTS PARTNER
- JESIVA TRANSFORMERS // OFFICIAL ENERGY PARTNER
- CHIRINGUITO BLUE IBIZA // OFFICIAL FOOD & LEISURE PARTNER
- SERVICIOS PALAU // OFFICIAL INDUSTRIAL TRADE PARTNER
- MARINA IBIZA // OFFICIAL NAUTICAL PARTNER
- BCD TRAVEL // OFFICIAL TRAVEL AGENCY PARTNER
- PRESTIGE PROPERTIES // OFFICIAL REAL ESTATE PARTNER
- OD HOTELS // OFFICIAL HOTEL PARTNER
- DIPESA GROUP // OFFICIAL TRANSPORT PARTNER
- ESTRELLA DAMM // OFFICIAL BEER PARTNER
- CAIXABANK // OFFICIAL BANK PARTNER
- PRONIMETAL // OFFICIAL METALLURGICAL TRANSFORMATION PARTNER
- EXCLUSIVAS MIRÓ // OFFICIAL DISTRIBUTION PARTNER



MAIN SPONSOR



TECHNICAL PARTNER



NECK (BACK)



SLEEVE



BACK OF SHIRT



SHORTS (FRONT)



SHORTS (BACK)





# MAIN SPONSORS

CAIXABANK // OFFICIAL BANK SPONSOR  
PEPSI MAX // OFFICIAL SOFT DRINK SPONSOR  
HOSPITAL HPS // OFFICIAL MEDICAL SPONSOR



  
GranCanaria  
MAIN SPONSOR

  
DISA  
siente nuestra energía  
NECK (BACK)

  
Kalise  
SLEEVE

  
hummel  
TECHNICAL PARTNER

  
IOC  
clinica dental  
BACK OF SHIRT  
HOME

  
Islas  
Canarias  
LATITUD DE VIDA  
BACK OF SHIRT  
AWAY

# OFFICIAL SPONSORS

BE CORDIAL HOTELS // OFFICIAL HOTEL SPONSOR  
FIRGAS // 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



  
be  
Cordial  
hotels & resorts  
SHORTS  
(FRONT)

  
SHORTS  
(BACK · HOME)

  
Binter  
SHORTS  
(BACK · AWAY)

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





# OFFICIAL SPONSORS

- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- ASISA // OFFICIAL MEDICAL SPONSOR
- MARZÁ // OFFICIAL AUTOMOTIVE SPONSOR
- HALCÓN VIAJES // OFFICIAL TRAVEL AGENCY SPONSOR
- TEIKA // OFFICIAL VENDING SPONSOR
- STATSBOMB // OFFICIAL SOCCER DATA SPONSOR
- RENFE // OFFICIAL RAILWAY TRANSPORT SPONSOR
- DIRECTOR11 // OFFICIAL MANAGEMENT SOFTWARE SPONSOR
- WIMU PRO // OFFICIAL PERFORMANCE ANALYSIS SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR
- LALIGA GOLAZOS // OFFICIAL COLLECTIBLE MOMENTS SPONSOR



MAIN SPONSOR



TECHNICAL PARTNER



# MAIN STADIUM SPONSORS



PORCELANOSA

ARGENTA



altadia

COLOROBIA

## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR

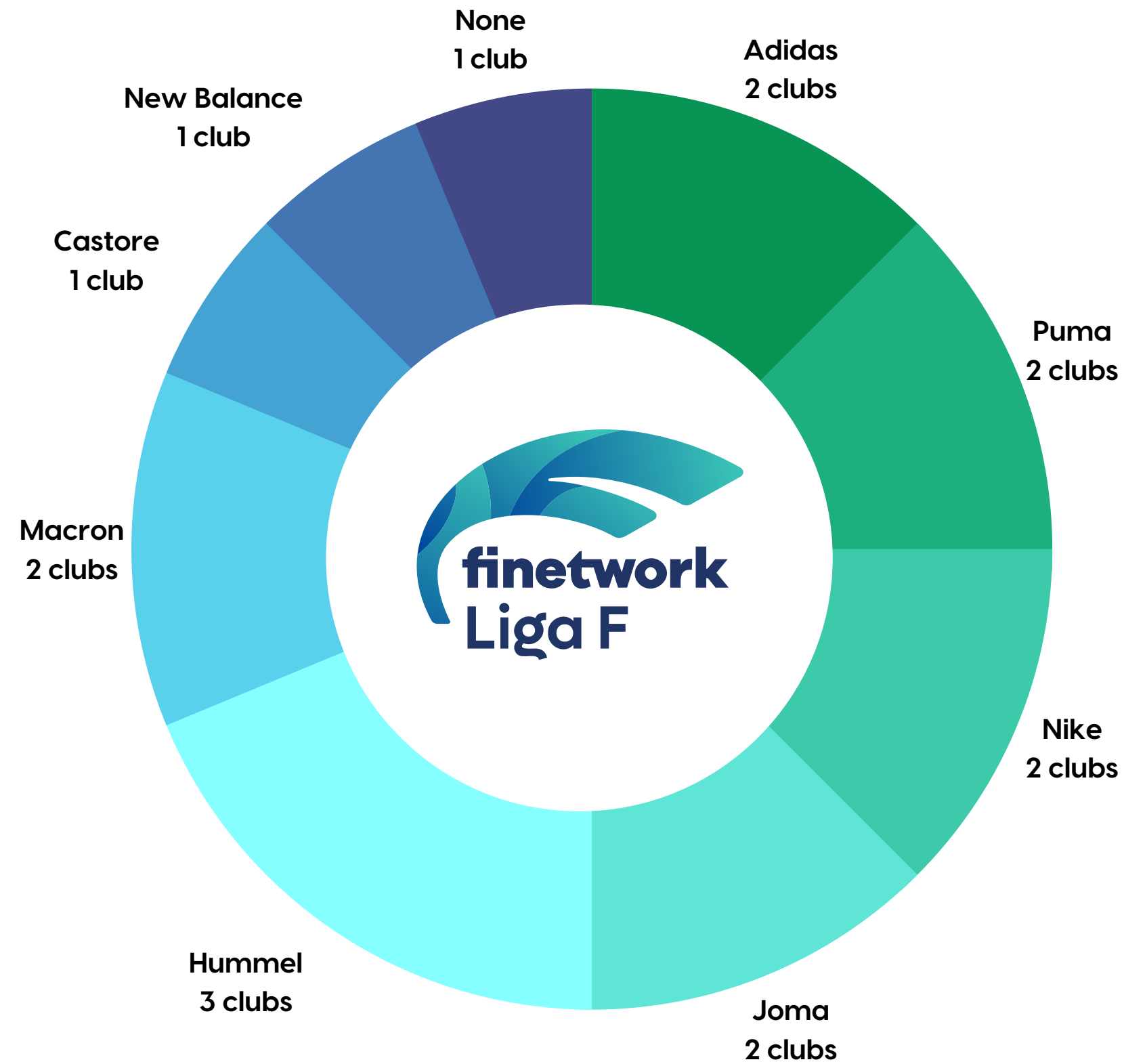




**finetwork**  
**Liga F**



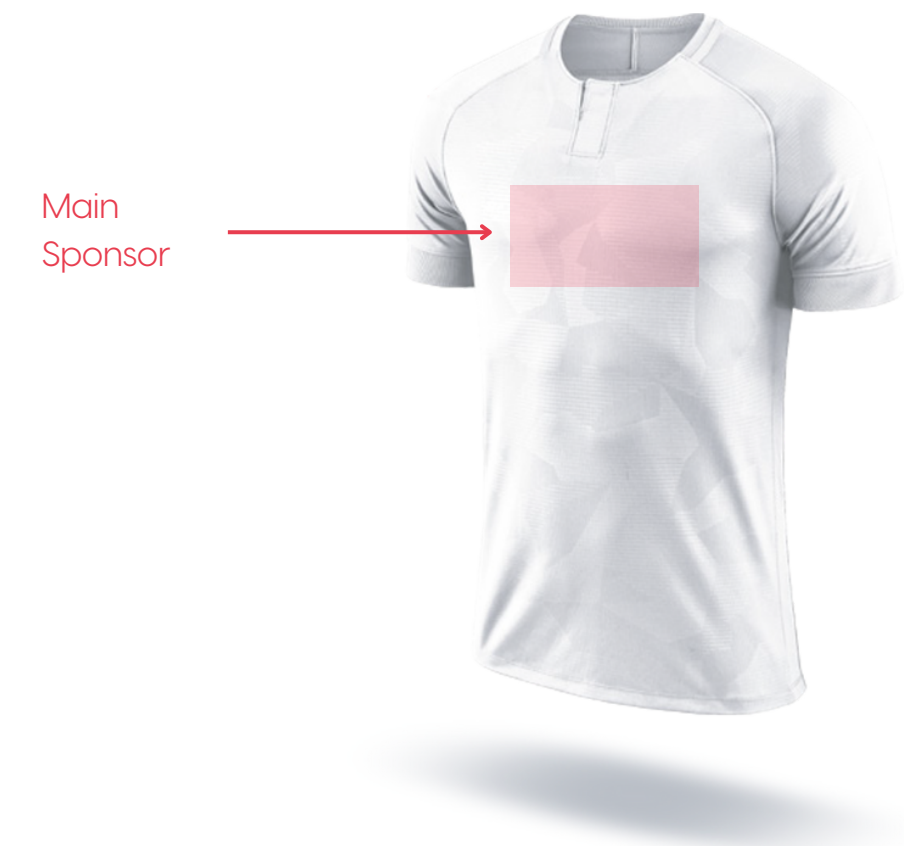
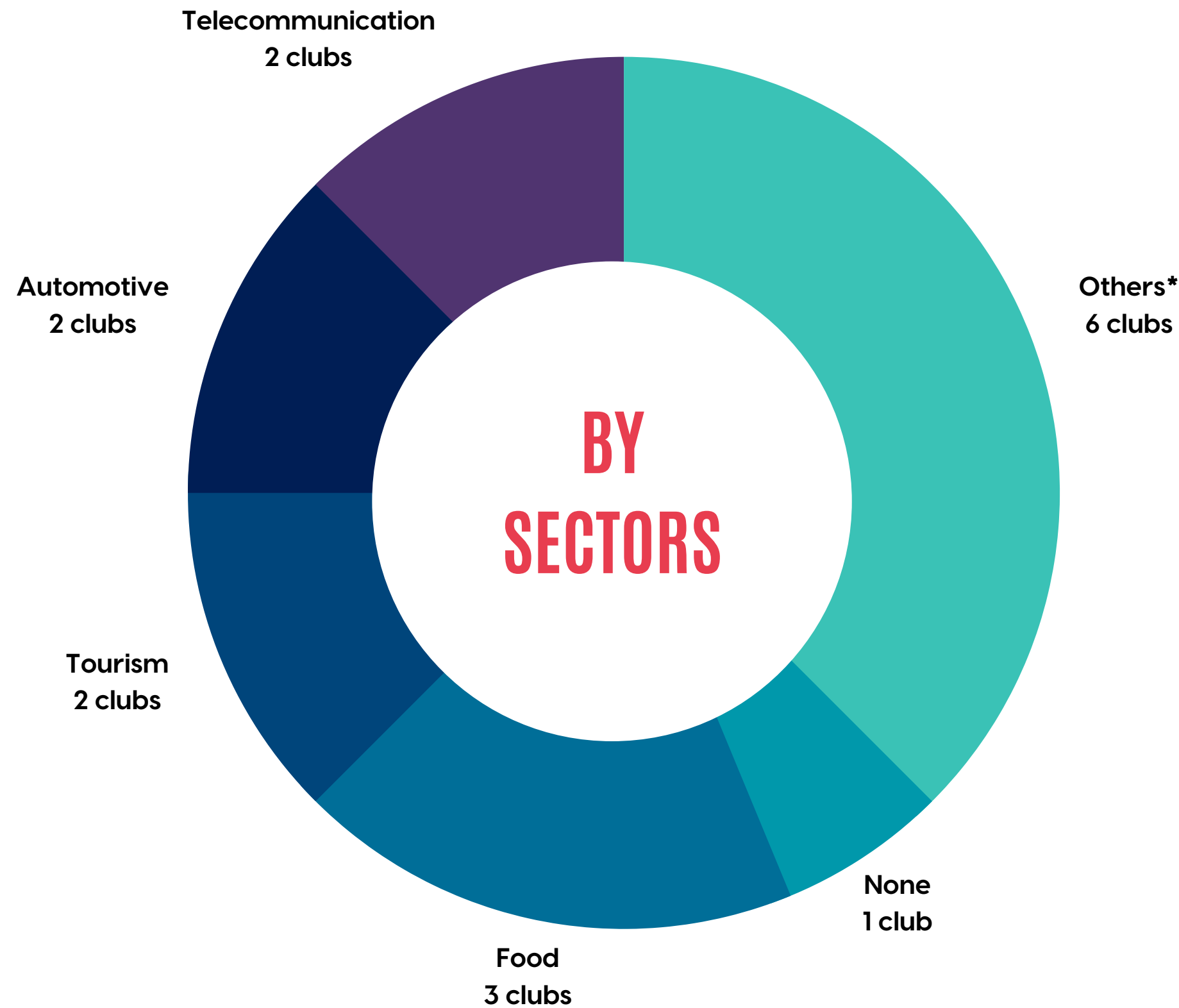
# technical partners in Finetwork Liga F



Technical partner



# main sponsor in Finetwork Liga F

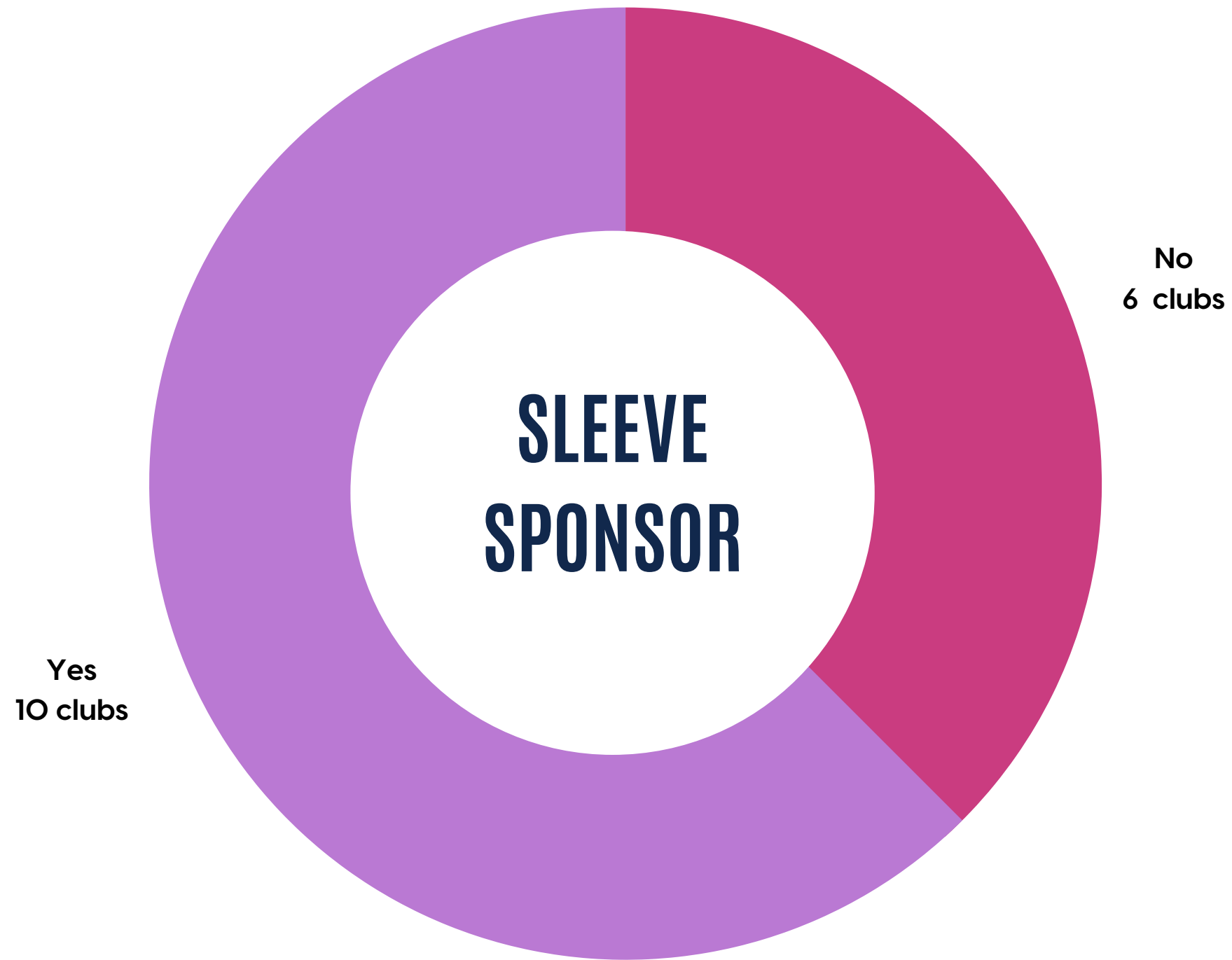


## TOP

<b>Food</b> 3 clubs	
<b>Automotive</b> 2 clubs	x2
<b>Tourism</b> 2 clubs	
<b>Telecommunication</b> 2 clubs	

(\*) Windows, multimedia, home appliances, solar energy, airline.

# sleeve sponsor in Finetwork Liga F



Sleeve Sponsor



# clubs with **LESS** sponsors on their kits



# clubs with **THE MOST** sponsors on their kits

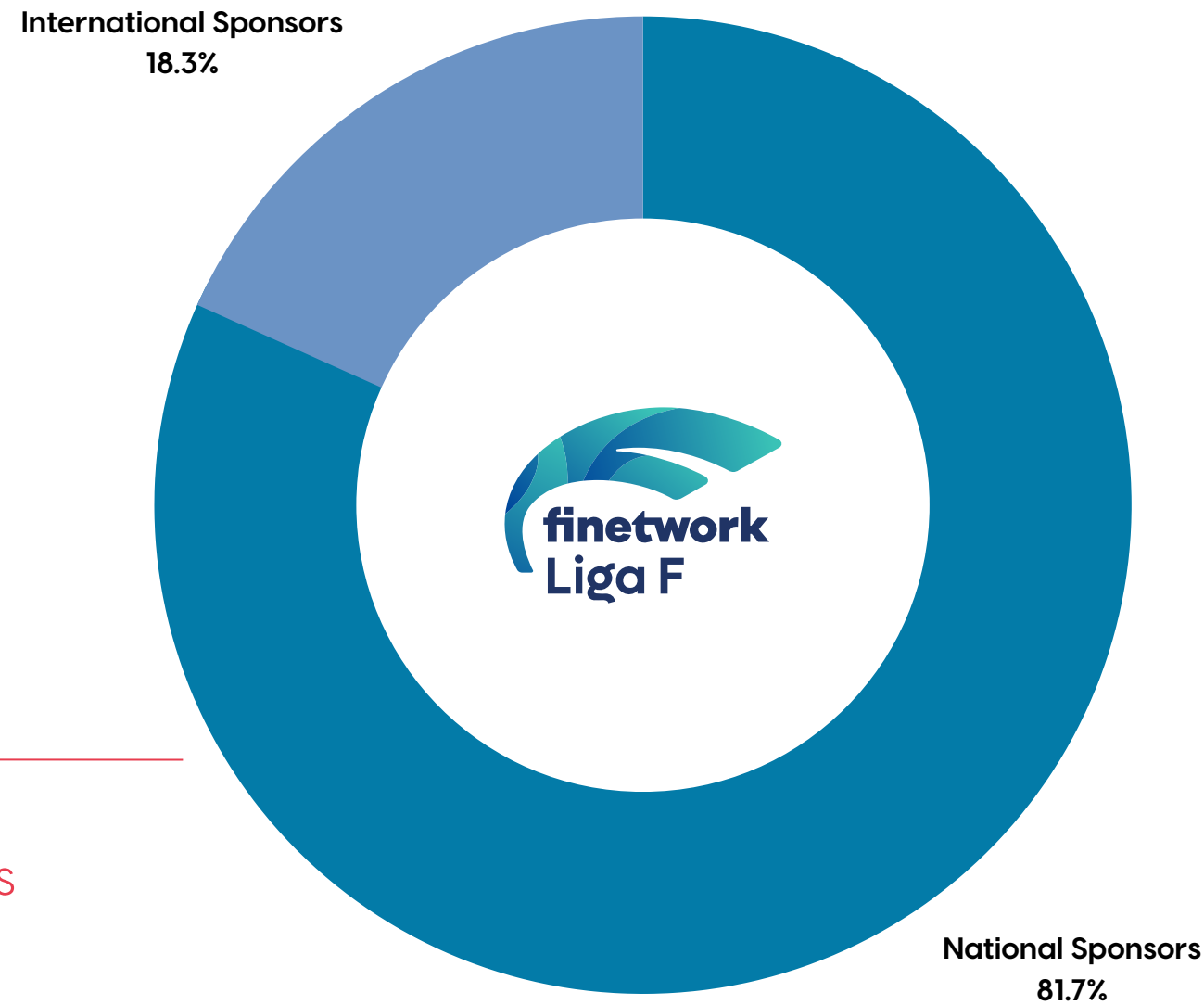


(\*) Not counting the technical sponsor.

# international vs national sponsors

Finetwork Liga F

Finetwork Liga F / International & National Sponsors



**186** Total Sponsors

**34** International Sponsors

**152** National Sponsors

Teams with the most international companies as partners:



Emirates  
FLY BETTER

Spotify

BMW  
EASYMARKETS  
CISCO  
ZEGNA  
ABBOTT  
ADOBE  
SOFTTEK  
THERABODY  
PLAYSTATION

ALLIANZ  
GATORADE  
STANLEY  
HERNO  
VEGANNATION  
BIMBO

**10**  
TOTAL

**7**  
TOTAL



finetwork  
Liga F

SELECT THE CLUB  
TO GO TO THE FILE



ALHAMA CF



ATHLETIC CLUB



ATLÉTICO DE MADRID



DEPORTIVO ALAVÉS  
GLORIOSAS



FC BARCELONA



FC LEVANTE LAS PLANAS



LEVANTE UD



MADRID CFF



REAL BETIS FÉMINAS



REAL MADRID



REAL SOCIEDAD



SEVILLA FC



SPORTING CLUB DE HUELVA



UDG TENERIFE



VCF FEMENINO



VILLARREAL CF



# OFFICIAL SPONSORS

- TONIFRUIT // OFFICIAL ORGANIC PRODUCTS SPONSOR
- APOSTIUM // OFFICIAL BETTING SPONSOR
- RETO IBERDROLA // INSTITUTIONAL SPONSOR
- FUNDACIÓN PRIMAFRIO // INSTITUTIONAL SPONSOR
- PREVEMUR // OFFICIAL HEALTH PREVENTION SPONSOR
- ESPADAS ORTIGAS // OFFICIAL INSURANCE SPONSOR
- MC-ESTUDIO // OFFICIAL TRAINING SPONSOR
- TELEALHAMA // OFFICIAL TELCOMMUNICATIONS OPERATOR SPONSOR



MAIN SPONSOR



TECHNICAL PARTNER



SHORTS (FRONT)



SHORTS (BACK)

## OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR





# OFFICIAL SPONSORS

FUNDACIÓN BIZKAIA BIZKAIALDE // INSTITUTIONAL SPONSOR

SAN MIGUEL // OFFICIAL BEER SPONSOR

IMQ // OFFICIAL MEDICAL INSURANCE SPONSOR



MAIN SPONSOR



SLEEVE



TECHNICAL PARTNER







ALL CLUBS

# OFFICIAL PARTNERS

MAHOU // OFFICIAL BEER PARTNER

CAIXABANK // OFFICIAL BANK PARTNER

FAGOR // OFFICIAL HOME APPLIANCES PARTNER

ADOLFO DOMÍNGUEZ // OFFICIAL CLOTHING PARTNER

MOVISTAR // OFFICIAL CONNECTIVITY PARTNER

CLÍNICA UNIVERSIDAD DE NAVARRA // OFFICIAL MEDICAL CLINIC PARTNER

UNIR // OFFICIAL UNIVERSITY PARTNER



## OFFICIAL TRAINING KIT PARTNER



// MAIN SPONSOR

**BAXI**  
SHORTS (FRONT)



# OFFICIAL SPONSORS

- CAIXABANK // OFFICIAL BANK SPONSOR
- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- AMBAR // OFFICIAL BEER SPONSOR
- IMQ // OFFICIAL MEDICAL SPONSOR
- ELEYCO // OFFICIAL EVENTS ORGANIZER SPONSOR
- NAUTALIA VIAJES // OFFICIAL TRAVEL AGENCY SPONSOR
- HYUNDAI AUTOLASA // OFFICIAL AUTOMOTIVE SPONSOR
- FAGRON // OFFICIAL PHARMACEUTICAL SPONSOR
- PODOACTIVA // OFFICIAL CLINIC SPONSOR
- SORARE // OFFICIAL FANTASY FOOTBALL SPONSOR



MAIN SPONSOR



TECHNICAL PARTNER



SLEEVE



BACK OF SHIRT



SHORTS (FRONT)



SHORTS (BACK)

## OFFICIAL TRAINING KIT PARTNER



// MAIN SPONSOR





# GLOBAL PARTNERS

- ESTRELLA DAMM // OFFICIAL BEER PARTNER
- CUPRA // OFFICIAL AUTOMOTIVE AND MOBILITY PARTNER
- ALLIANZ // OFFICIAL INSURANCE PARTNER
- GATORADE // OFFICIAL SPORTS NUTRITION PARTNER
- STANLEY // OFFICIAL TOOLS & SECURITY PARTNER
- HERNO // OFFICIAL FORMAL WEAR PARTNER
- VEGANNATION // OFFICIAL SUSTAINABILITY SERVICE PARTNER



**OFFICIAL TRAINING KIT SPONSOR**  // MAIN SPONSOR



# OFFICIAL SPONSORS

AJUNTAMENT SANT JOAN DESPÍ // INSTITUTIONAL SPONSOR

LIGA FINETWORK // INSTITUTIONAL SPONSOR

SABADELL CONSUMER // OFFICIAL BANK SPONSOR



MAIN SPONSOR



TECHNICAL PARTNER





[\*] ALL LEVANTE UD SPONSORS APPEAR ON THE KIT.



MAIN SPONSOR



TECHNICAL PARTNER

**BALEARIA**

NECK (BACK)

**teika**

SLEEVE



GERMAINE DE CAPUCCINI

BACK OF SHIRT

**BALEARIA**

SHORTS (BACK)

OFFICIAL TRAINING KIT SPONSOR



// MAIN SPONSOR



# OFFICIAL SPONSORS

- BESOCCER // OFFICIAL SOCCER NEWS SPONSOR
- AYUNTAMIENTO DE MADRID // INSTITUTIONAL SPONSOR
- QNAP // OFFICIAL DATA STORAGE SPONSOR
- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- MAHOU // OFFICIAL BEER SPONSOR



**Thermor**

MAIN SPONSOR



TECHNICAL PARTNER





# OFFICIAL SPONSORS

MUCHBETTER // OFFICIAL PAYMENT WALLET SPONSOR

GLASSINOX // OFFICIAL PAYMENT WALLET SPONSOR

HERBALIFE NUTRITION // OFFICIAL NUTRITION SPONSOR

SILBON // OFFICIAL FASHION SPONSOR

CAIXABANK // OFFICIAL BANK SPONSOR

CRUZCAMPO // OFFICIAL BEER SPONSOR

ASISA // OFFICIAL MEDICAL SPONSOR

VRAUU // OFFICIAL ENERGY DRINK SPONSOR

FONTAREL // OFFICIAL WATER SPONSOR



MAIN SPONSOR (HOME)



NECK (BACK)



MAIN SPONSOR (AWAY)



SLEEVE



TECHNICAL PARTNER



BACK OF SHIRT





# GLOBAL SPONSORS

- BMW // OFFICIAL AUTOMOTIVE SPONSOR
- MAHOU // OFFICIAL BEER SPONSOR
- EASYMARKETS // OFFICIAL TRADING SPONSOR
- CISCO // OFFICIAL TECHNOLOGY SPONSOR
- ZEGNA // OFFICIAL LUXURY TRAVELWEAR
- ABBOTT // OFFICIAL PHARMACEUTICAL SPONSOR
- CANTABRIA LABS // OFFICIAL COSMETICS SPONSOR
- ADOBE // OFFICIAL EXPERIENCE CLOUD SPONSOR
- SOFTTEK // OFFICIAL IT SERVICES SPONSOR
- THERABODY // OFFICIAL TECHNOLOGICAL WELLNESS SPONSOR



**Emirates**  
FLY BETTER  
MAIN SPONSOR

**adidas**  
TECHNICAL PARTNER

**OFFICIAL TRAINING KIT SPONSOR** **Emirates**  
FLY BETTER  
// MAIN SPONSOR







# REGIONAL SPONSORS

MOVISTAR // REGIONAL CONNECTIVITY SPONSOR

PLAYSTATION // REGIONAL CONSOLE SPONSOR

SANITAS // REGIONAL MEDICAL SPONSOR

SOLAN DE CABRAS // REGIONAL WATER SPONSOR

UNICAJA // REGIONAL BANK SPONSOR



**Emirates**  
*FLY BETTER*  
MAIN SPONSOR

**adidas**  
TECHNICAL PARTNER





# COMMERCIAL PARTNERS

- COCA-COLA // OFFICIAL SOFT DRINK PARTNER
- KELER // OFFICIAL BEER PARTNER
- ESKOAUTO TOYOTA // OFFICIAL AUTOMOTIVE PARTNER
- POLICLÍNICA GUIPÚZCOA // OFFICIAL MEDICAL PARTNER
- BM // OFFICIAL SUPERMARKET PARTNER
- IMQ // OFFICIAL INSURANCE PARTNER
- LOREAK MENDIAN // OFFICIAL FORMAL WEAR PARTNER
- LALIGA SANTANDER // INSTITUTIONAL PARTNER
- HALCÓN VIAJES // OFFICIAL TRAVEL AGENCY PARTNER
- IRIZAR // OFFICIAL MOBILITY PARTNER
- AMPO // OFFICIAL INDUSTRIAL TECHNOLOGY PARTNER
- SORARE // OFFICIAL FANTASY FOOTBALL PARTNER
- LALIGA GOLAZOS // OFFICIAL COLLECTIBLE MOMENTS PARTNER
- SOCIOS.COM // OFFICIAL FAN TOKEN PARTNER



**CAZOO**  
MAIN SPONSOR

**macron**  
TECHNICAL PARTNER

**euskaltel**  
BACK OF SHIRT

**DV**

SHORTS (FRONT)

ORAIN **GIPUZKOA**

SHORTS (BACK)

OFFICIAL TRAINING KIT SPONSOR **CAZOO**  
// MAIN SPONSOR





[\*] ALL SEVILLA FC SPONSORS APPEAR ON THE KIT.



# OFFICIAL SPONSORS

- CAIXABANK // OFFICIAL BANK SPONSOR
- FRESÓN DE PALOS // OFFICIAL STRAWBERRIES PRODUCER SPONSOR
- JUNTA DE ANDALUCÍA // INSTITUTIONAL SPONSOR
- DIPUTACIÓN DE HUELVA // INSTITUTIONAL SPONSOR
- ANDALUCÍA REGIÓN EUROPEA DEL DEPORTE // INSTITUTIONAL SPONSOR
- AYUNTAMIENTO DE HUELVA // INSTITUTIONAL SPONSOR
- PATRONATO PROVINCIAL DE TURISMO HUELVA // INSTITUTIONAL SPONSOR
- AGUAS DE HUELVA // INSTITUTIONAL SPONSOR
- ANDALUCÍA SE MUEVE CON EUROPA // INSTITUTIONAL SPONSOR
- QUE SEA DE HUELVA // INSTITUTIONAL SPONSOR



- HUELVA TE SALUDA**  
MAIN SPONSOR
- FERTINAGRO SUR**  
SLEEVE
- INSTITUTO ESPAÑOL**  
Desde 1903  
SHIRT SPONSOR
- O<sub>2</sub>**  
Centro Wellness Huelva  
NECK (BACK)
- DEPORTES HOBBY**  
SLEEVE
- FERTINAGRO SUR**  
SLEEVE
- Planasa**  
INNOVATION IN PLANT VARIETIES  
BACK OF SHIRT

## OFFICIAL TRAINING KIT SPONSOR



**KVA**  
Veyser  
SHORTS (FRONT)

**ROMERO**  
SHORTS (BACK)



# OFFICIAL SPONSORS

- DISA // OFFICIAL OIL COMPANY SPONSOR
- HOSPITEN // OFFICIAL MEDICAL SERVICE SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- TENERIFETOURS // OFFICIAL COLLECTIBLE MOMENTS SPONSOR
- PUERTO COLÓN S.A // OFFICIAL HARBOR SPONSOR
- AUTOREISEN // OFFICIAL CAR RENTING SPONSOR



**tenerife!**  
despierta emociones!  
MAIN SPONSOR

**cajasiete**  
SLEEVE

**hummel**  
TECHNICAL PARTNER

**Islas Canarias**  
LATITUD DE VIDA  
BACK OF SHIRT

**Egatesa**  
carnes de primera  
SHIRT SPONSOR

**Binter**  **DXT**  
TENERIFE  
SHORTS (BACK)





# OFFICIAL PARTNERS

- TEIKA // OFFICIAL VENDING PARTNER
- TPF // OFFICIAL CONSULTING PARTNER
- CARREFOUR // OFFICIAL SUPERMARKET PARTNER
- THE-ARE // OFFICIAL GIRL FASHION CLOTHING PARTNER
- GRUPO EL GORDO Y EL FLACO // OFFICIAL RESTAURANT PARTNER
- ZUMUB.COM // OFFICIAL SPORTS NUTRITION PARTNER
- IMEDUCV // OFFICIAL HIGH PERFORMANCE CENTER PARTNER
- PODOACTIVA // OFFICIAL PODOLOGY CLINIC PARTNER
- ACTIVA CLUB // OFFICIAL FITNESS CENTER PARTNER
- GABOL // OFFICIAL SUITCASES & BAGS PARTNER



**CAZOO**  
MAIN SPONSOR

**BLA TEM**  
PINTURAS  
SLEEVE

**PUMA**  
TECHNICAL PARTNER

**Sweataway**  
BACK OF SHIRT

**SKODA**  
SHORTS (FRONT)

**OFFICIAL TRAINING KIT SPONSOR** **CAZOO**  
// MAIN SPONSOR





# OFFICIAL SPONSORS

- COCA-COLA // OFFICIAL SOFT DRINK SPONSOR
- CAIXABANK // OFFICIAL BANK SPONSOR
- ZOOMEX // OFFICIAL CRYPTOCURRENCY TRADING PLATFORM SPONSOR
- ASISA // OFFICIAL MEDICAL SPONSOR
- MARZÁ // OFFICIAL AUTOMOTIVE SPONSOR
- RECICLAMÁS // OFFICIAL WASTE MANAGEMENT SPONSOR



**PAMESA**  
*cerámica*  
MAIN SPONSOR

**Joma**  
TECHNICAL PARTNER

**teika**  
EL BUEN VENDING  
BACK OF SHIRT

**OFFICIAL TRAINING KIT SPONSOR**  
**PAMESA**  
*cerámica*  
// MAIN SPONSOR



# CONCLUSIONS



**This season the number of sponsors for all LaLiga Santander and LaLigaSmartbank clubs increased by 21.72% compared to last season**

The total number of sponsors, counting the three Leagues (LaLiga Santander, LaLiga Smartbank, Finetwork Liga F) is 864. If we observe the increase of partnerships separately, LaLiga Smartbank clubs have been able to achieve a bigger growth than LaLiga Santander, with a 33.21% increase for the former and a 10.6% increase for the latter.

LaLiga has a total of 11 Global Partners, 8 National Partners and 16 Regional Partners, in addition to Santander, which is the Main Partner and has the naming rights. It is worth highlighting that of the 11 Global Partners, 6 are technology companies. In addition, one of these seven companies, Electronic Arts, will become the title sponsor of LaLiga from next season 2023/2024 on.

As brands, Caixabank and Coca-Cola have recognized the power of sport and football to keep increasing value and engagement. They maintain a very similar number of sponsors as last season.

# international focus

## Conclusions



**The analysis shows the difference between international and national sponsors. While last season the majority of sponsors in LaLiga Santander were national, this season the majority are international. The difference is not very significant, with only a 5.43% difference between national and international sponsors.**

On the other hand, in LaLiga Smartbank the difference between national and international sponsors is much greater. In this league, 86% of the teams' sponsors are national. Few international sponsors support second division teams. Even so, there has been a percentage increase in international sponsors, as last season only 9.5% of the sponsors were international, compared to 14% this season.

Similarly, Finetwork Liga F has very few international sponsors. Six teams in this league do not have any international sponsors. In the same way that FC Barcelona and Real Madrid are the first division teams with the most agreements with international companies and brands, the women's teams of these two clubs are also the Finetwork Liga F teams with the most international sponsors.

LaLiga itself shows a clear strategy of internationalization, signing partnerships with international companies to become a global competition. Indeed, 81.80% of its global sponsors are international companies.

# international focus

National and international sponsors / partners by clubs

[\*] Counting technical partners.



# sponsors on kits

## Conclusions



**In terms of sponsors presence on the kits of LaLiga Santander and LaLiga Smartbank teams, we see that there is a remarkable growth.**

Similarly to last season, sponsors of second division clubs have a greater presence on the kits, compared to the first division teams. Even so, compared to last year, the first division clubs have increased the number of sponsors on their kits by 12.28%. While last season a total of 57 sponsors were part of the kits of the 20 LaLiga Santander teams, this season there are a total of 64.

LaLiga Smartbank, has also increased the number of sponsors in the club kits. Last season, a total of 87 sponsors appeared on the kits of the 22 teams, while this season there are 93, thus growing by 6.9%.

In Finetwork Liga F, there are a total of 56 sponsors that appear in the 16 teams that make up the competition. If we look at this league, a very striking fact is that three teams have only one sponsor on their kits, and two of them (Madrid CFF and Levante Las Planas) are specifically and exclusively part of Finetwork Liga F, meaning they do not have male categories. In addition, the other two Finetwork Liga F clubs that do not have teams in the men's first and second divisions (Sporting Club Huelva and UDG Tenerife) have eight sponsors on their kits each.

Another noteworthy fact is that the food sector is very present in Finetwork Liga F clubs. There are three teams in which the main sponsor is a food company. This is quite remarkable, since in the men's teams, there are few food sponsors.

# notes

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

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

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

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

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Sponsors categories are organized by their sector.

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

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The report is dated on March 2023, any sponsor added after this date is not mentioned.



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**it's been a really good match!**