

Golden Palace extends sponsoring deal with KV Mechelen

Golden Palace Casino & Sports confirms its belief in Jupiler Pro League team KV Mechelen with a renewed sponsor deal for the next three seasons in Belgium's top football flight. This extended contract follows years of enthusiastic collaboration that has proven successful many times in the past. As such, this renewed contract will further solidify the strong bond between one of Belgium's leading casino and sports betting providers and one of Belgium's most beloved football teams.

The Belgian family business in offline and online casino entertainment and sports betting Golden Palace is a key player in the Belgian market through its online entertainment hub goldenpalace.be. The Golden Palace Group even leads the Belgian market with over 40 gaming halls and betting shops across the country. This includes a gaming hall in the center of Mechelen, as a direct tie to the city and its inhabitants.

Over the years, Golden Palace has built a strong connection with KV Mechelen, with which the group shares key values such as an emphasis on tradition and family. As Golden Palace CEO Massimo Menegalli puts it: "Through the extension of this ambitious sponsoring contract, Golden Palace hopes to further help reach KV Mechelen its sportive goals as well as its social ambitions. For Golden Palace, this deal should also open the door to prolonged and sustainable growth in its sports betting activities."

In light of current political and societal developments around gambling advertisement, Golden Palace expresses its ambition to lead the vanguard in the ongoing push towards responsible gaming, as it has done before in the past. Together with KV Mechelen, Golden Palace commits itself to take an active role in the conversation on this subject in a manner that puts people first for the benefit of all parties involved.

For the fans, for the supporters

"This continuation of the existing sponsoring deal into the next 3 seasons of KV Mechelen is not only good news for both Golden Palace and KV Mechelen – but also for the fanbase that we both share.", Golden Palace CEO Massimo Menegalli continues. Whether it's through regular Golden Palace animations at KV Mechelen's home games, or through contests on Golden Palace social media outlets, fans can always connect in a way that improves relations on both sides of the story.

Frank Lagast, CEO KV Mechelen: "As a club, we attach great importance to maintaining and expanding our partnerships. In recent seasons, we have had a good and constructive cooperation with Golden Palace in which both parties worked closely together to strengthen their brand and to offer our supporters a nice extra both online and offline. Just think of the "Fan of the season" concept. This way, we were able make a supporter happy with a free season ticket through social media. The giant dice that rolled down our stands during a home game was another fun animation. Together with Golden Palace, we offered nearly 5,000 supporters a free consumption during this action."

By agreeing on another three years of solid partnership, both parties confirm their faith in each other and their shared values and ambitions. Golden Palace looks forward to witnessing the continued growth in the relationship with KV Mechelen over the three years to come.

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