



Bally's Corporation announces partnership with Nottingham Forest Football Club

- **Front of shirt partnership with English Premier League club for the 2025/26 season**
- **Bally's logo will feature on the men's first team shirts and across the club's stadium, The City Ground**

5 August 2025

Bally's Corporation ('Bally's'), one of the world's leading entertainment companies, is pleased to announce an exciting partnership with English Premier League football club Nottingham Forest ('Forest').

The deal will see Bally's become the club's front of shirt sponsor for the forthcoming 2025/26 Premier League campaign, the club's fourth consecutive season in England's top flight football league. The partnership provides Bally's with additional profile for the brand across Europe, with Forest having also qualified for its first European competition in 30 years.

As well as the Bally's Corporation logo featuring on the men's first team shirts from today when the club will play Italian Serie A team ACF Fiorentina in a pre-season fixture, it will also appear from 17 August across The City Ground, Forest's home stadium, which is located in West Bridgford, Nottinghamshire.

The sponsorship deal follows Bally's continued expansion in the UK market, including its acquisition of Aspers Casino in Newcastle and its recent multi-year partnership to operate the Monopoly licence across multiple markets that already include the UK, Spain, Canada and the US.

The partnership with Nottingham Forest marks another strategic milestone in Bally's' international growth, complementing its expanding portfolio of destinations and brands, which in the UK also include the popular Virgin Games, Jackpotjoy and Double Bubble Bingo sites where players can enjoy a broad range of online slots, casino, bingo, free games as well as sports betting.

The new sponsorship deal also aligns with Bally's broader expansion strategy across Europe and North America. It follows the recent €2.7 billion acquisition of Bally's Interactive by Intralot – a company in which Bally's holds a significant economic interest - a move that positions the combined entity as a leading digital

gaming operator and technology provider for lottery products. As part of the transaction, Bally's CEO Robeson Reeves will also assume leadership of the newly merged company, supporting the Group's ambitions to scale its presence across key international markets.

Robeson Reeves, Chief Executive of Bally's Corporation, comments: *"Bally's has always been dedicated to delivering exceptional entertainment, from our renowned resort destinations to our popular gaming platforms. Partnering with Nottingham Forest, an iconic club with a proud history and passionate fanbase, is a natural fit for us. We're excited to bring our global brand to the Premier League stage, introduce new audiences to the club, and collaborate on initiatives that make a meaningful impact both locally and internationally. On behalf of everyone at Bally's, we wish the Reds every success for the season ahead."*

Nottingham Forest owner Evangelos Marinakis said: *"I would like to welcome Bally's Corporation to the Forest family. We are on a special journey – we are determined to keep achieving incredible things and strengthening our global partnerships is an important part of this. As our Club continues to thrive both on and off the pitch, we're looking forward to working with Bally's on a number of exciting initiatives, helping us to engage with our growing fanbase within Nottinghamshire and around the world."*

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About Bally's Corporation

Bally's Corporation is a global casino-entertainment company with a growing omni-channel presence. Bally's owns and operates 19 casinos across 11 states, along with a golf course in New York and a horse racetrack in Colorado, and holds OSB licenses in 13 jurisdictions in North America. The acquisition of Aspers Casino in Newcastle, UK, expands its international reach. It also owns Bally Bet, a first-in-class sports betting platform, Bally Casino, a growing iCasino platform, Bally's Interactive division (formerly Gamesys Group), a leading global interactive gaming operator, and a significant economic stake in Intralot, a global lottery management and services business. With 11,500 employees, its casino operations include approximately 17,700 slot machines, 630 table games, and 3,950 hotel rooms. Bally's also has rights to developable land in Las Vegas at the site of the former Tropicana Las Vegas.