

# Spor Toto to is the new name sponsor of Super League and 1<sup>st</sup> League

**Digiturk and Spor Toto have entered into a sponsorship agreement regarding the title rights of Super League and 1st League that will cover the second half of the 2017 – 2018 season and the entire 2018 -2019 season.**

Digiturk, the biggest supporter of Turkish sports, and Spor Toto have come to terms for the title sponsorship of Super League and 1st League.

Mehmet Muharrem Kasapoğlu, Chair of the Board of Directors of Spor Toto and Yousef Al- Obaidly, Digiturk CEO attended the meeting held in İstanbul.

The agreement in question will be in force for 1,5 years, the second half of the 2017 – 2018 season and the entire 2018 -2019 season.

Digiturk CEO Yousef Al- Obaidly said the following regarding the cooperation: "We are happy that, as the biggest supporter of football for many years, we are reinforcing our works through the collaborations we establish with our stakeholders. Within the scope of the agreement we have signed, the titles of both Super League and 1st League are referred to as Spor Toto for the remaining part of this season and the next year. We are highly content with such cooperation that will increase the brand value of football. I wish that the agreement will bring good luck to the parties."

Mehmet Muharrem Kasapoğlu, Chair of the Board of Directors of Spor Toto add as follows; "As the Spor Toto Organization Presidency, we are very pleased to be sponsoring the name Super League, which is the most popular sports organization in our country in terms of audience size. I wish this agreement will be good for Turkish football. With this agreement, Spor Toto Organization gave the name to the 1st League of Turkish Football (TFF) which is one of the fundamental organisation of Turkish football. These developments are the most powerfull proof that football is not backed by an industrialized environment, that we are keeping up with the era. Those developments are the most powerfull proof that we keep tracking in time in an environment football is industrialized. The resources that we transfer to the football will be boosting power for all the clubs in our league."

Highlighting the fact that all the formations other than the virtual dealers (Bilyoner, Birebin, Misli, Nesine, Oley, Tuttur) authorized by Spor Toto Presidency and providing services locally and in the electronic environment are illegal, Kasapoğlu said, "It is necessary to say sadly that such illegal formations are transferring money to the terrorist organizations. Hence, it is crucial that our citizens steering themselves toward illegal websites stay away from those websites. All respective institutions are endeavoring intensely in the scope of fight against illegal betting. The Finance Ministry has recently taken a significant step and started to sequester the deposits of the accounts determined to be related with those websites. It is also an issue welcomed with great sensitivity by Osman Aşkın Bak, our Minister of Youth and Sports. They provided substantial support to this agreement. In

addition, all the stakeholders of the issue are performing extremely painstaking works on fight against illegal betting. I, by heart, believe that those works will create impact in the course of time. Our objective is to bring the unregistered money back to the Turkish economy.”

**More Information:**

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