

SPORTQUAKE

MARKET PLACE

CRYPTO FOCUS

ISSUED MAY 2025



WHY WE CREATED MARKETPLACES

Sponsorship decisions are only as strong as the data behind them. And in today's complex sports landscape, seeing the full picture is everything.

That's where *MarketPlaces* comes in: a series of insight reports designed to reveal key trends, competitive movements and the biggest deals.



OUR APPROACH TO DATA ANALYSIS



This report focuses exclusively pure-play crypto exchanges (e.g. Crypto.com, Coinbase, Kraken) global sports sponsorship activity.

Excluded from this report are multi-asset trading brands with crypto offerings. This is covered in our Trading Focus. [Click here to access the MarketPlace.](#)

We've analysed active sponsorships, with deep dives into the properties and strategies shaping how crypto exchanges are using sport to grow.

We have reported across the 2024/2025 season which we define as:

- ▶ Spend in competitions that follow the calendar year (January to December), such as Formula 1.
- ▶ Spend in competitions that span two years (2024/2025), such as the Premier League.

All deal data is sourced from SportQuake's global sports sponsorship marketplace.

MARKET SNAPSHOT

Seasonal Spend | 2021/22 – 2024/25

■ Non-US ■ US



Crypto Spend Rises Towards All Time Highs



- ▶ 20% year-on-year increase driven by major portfolio expansions from some of the industry's biggest player and increased investment in football across the board.
- ▶ Growth was from spend outside of the US, totalling \$100M+ for the period. US spend was at parity year-on-year.
- ▶ 2025/26 spend is expected to return towards 2022/23 peak, driven by a combination of incumbent brands spending more and a new wave of first-time spenders.



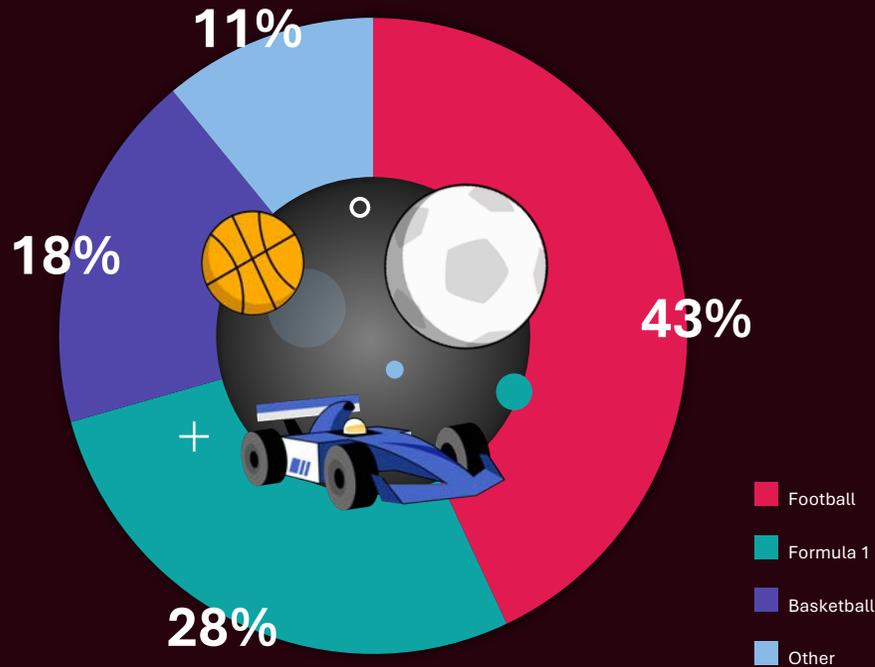
KEY TAKEAWAY

The crypto winter of 2022/23 seems a long time ago as crypto sports sponsorship spend bounces back towards all-time highs. All the growth is from football and non-US spend as brands wait to see President Trump's US crypto policies.



MARKET SNAPSHOT - BY SPORT

Season Spend 2024/25 | Global Spend, Split by Sport



KEY TAKEAWAYS

- ▶ Football is the largest sport both in terms of total spend (**\$243M**) and year-on-year growth (**+64%**).
- ▶ 20+ new deals announced in Football, worth over **\$130M annually**.
- ▶ Formula 1 is the second largest sport with a unique footprint that allows brands to activate at 24 Grand Prix races globally, including the renowned Paddock Club hospitality.

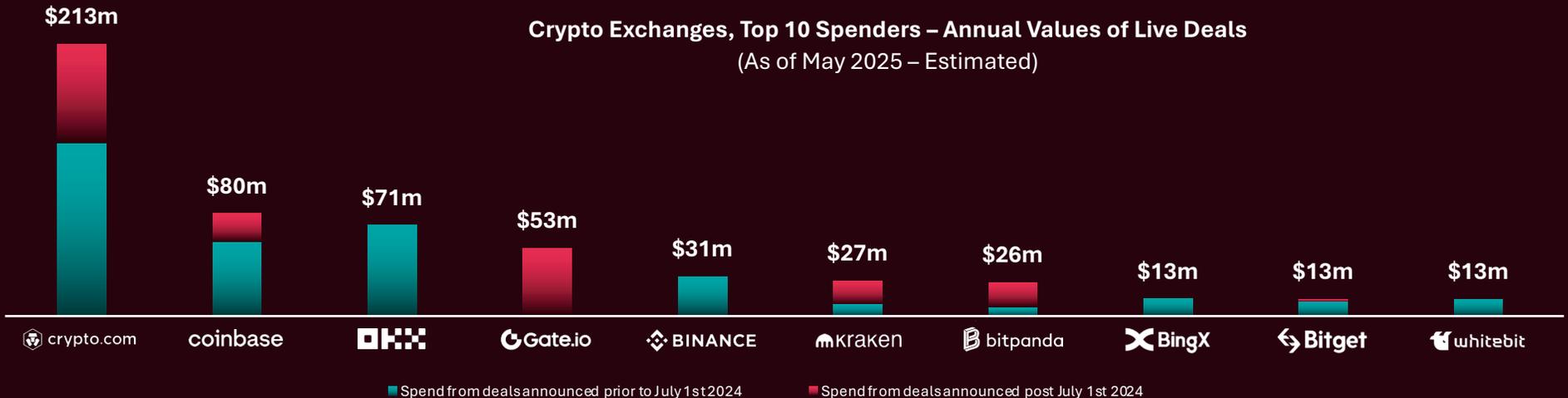


KEY DEALS

Announced Date	Brand	Sport	Product	Synopsis
 July 2024	 Kraken	 Football	 Tottenham Hotspur & Atletico Madrid  RB Leipzig	Kraken expands into football with high-profile sleeve deals at Tottenham Hotspur, Atlético Madrid and Red Bull Leipzig.
 August 2024	 Crypto.com	 Football	 UEFA Champions League	Crypto.com secures a historic deal as the UEFA Champions League's first-ever cryptocurrency sponsor.
 September 2024	 Bitpanda	 American Football	 NFL Europe	Bitpanda strengthens its sports presence as the official partner of NFL Europe.
 October 2024	 Coinbase	 Basketball	 Golden State Warriors  LA Clippers	Coinbase strikes Official Crypto & Blockchain Partnership with the NBA's Golden State Warriors & Chase Center. Proceeds to deepen NBA ties with Los Angeles Clippers sponsorship deal.
 November 2024	 Crypto.com	 Formula 1	 Formula 1	Crypto.com renews its Formula 1 partnership until 2030, expanding its presence across key Grands Prix events.
 December 2024	 Bitpanda	 Football	 PSG	Bitpanda becomes premium partner of French giants PSG.
 January 2025	 Gate.io		 Red Bull	
 February 2025	 Coinbase	 Formula 1	 Aston Martin	Crypto exchanges Gate.io, Coinbase and Zoomex enter the Formula 1 arena for the first time.
 March 2025	 Zoomex		 Haas F1	
 April 2025	 Bitpanda	 Tennis	 ATP Tour	Bitpanda announces multi-year global partnership with Men's tennis' top-tier ATP Tour.
 May 2025	 Coinbase	 esports	 Riot Games	Coinbase commits to major esports play, partners with Riot Games across global League of Legends and VALORANT competitions.

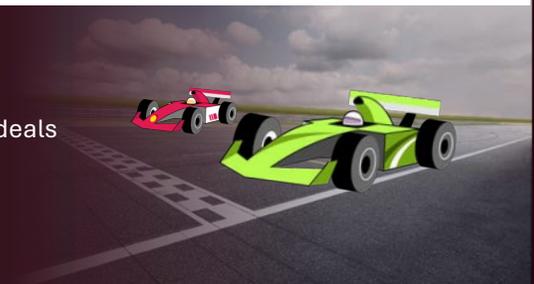
TOP 10 SPENDER'S ACTIVITY OVERVIEW

Crypto Exchanges, Top 10 Spenders – Annual Values of Live Deals
(As of May 2025 – Estimated)



KEY TAKEAWAYS

- ▶ The top 10 crypto exchanges are now investing **\$539M+ annually** across global sport.
- ▶ Crypto.com cemented its category dominance by adding the Champions League to an already world-class portfolio. Gate.io made a bold \$53M entry in just 12 months, while Kraken expanded its presence with sleeve deals at Tottenham Hotspur, Atlético Madrid, and RB Leipzig to complement their Williams Formula 1 partnership.
- ▶ Excluding Crypto.com, the top 10 brands are spending an average of **\$36M per year** as they seek to dominate awareness, unlock new markets, and deepen user understanding, engagement and ultimately deposits.



TOP 10 SPENDERS STRATEGIC SPLIT



INVESTING IN NEW DEALS

Crypto.com, Gate.io, Kraken, Bitpanda, Coinbase

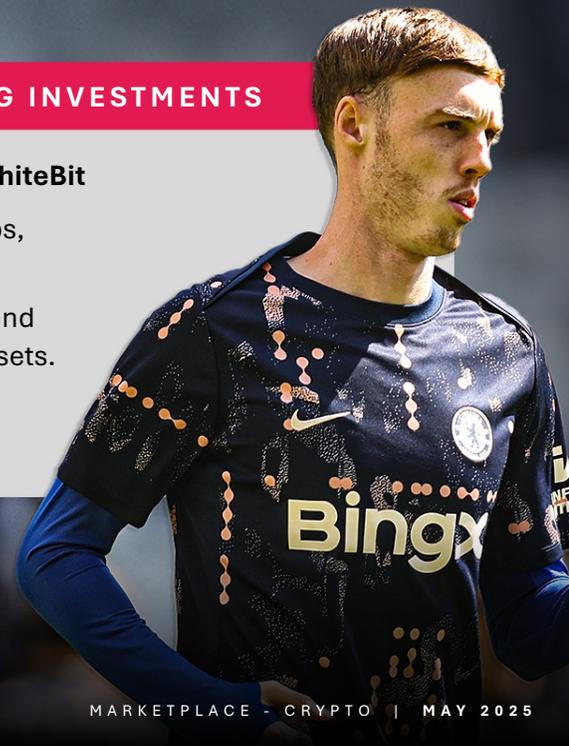
- ▶ Launching high-impact deals in football and Formula 1.
- ▶ Using sponsorship to accelerate international expansion and align with elite sports properties that reflect their values of performance and innovation.

Crypto's Top Players
Are Dividing Into **Two Distinct Camps:**

RENEWING & EXTENDING INVESTMENTS

OKX, Binance, Bitget, BingX, WhiteBit

- ▶ Retaining existing partnerships, but not adding new ones.
- ▶ Focused on consolidating brand trust and ROI from current assets.



FOOTBALL UNMATCHED REACH

The world's most popular sport remains the #1 investment target for crypto exchanges

- ▶ 20 of the 34 (59%) new crypto sponsorships during the 2024/25 season were in football.
- ▶ Football delivers unmatched reach and frequency through its year-round match calendar and massively engaged global fanbase.
- ▶ Uniform branding (front of shirt/sleeve) is the format of choice, representing 37% of all crypto exchange deals – more than double the industry average (15%).

BIG 2024/25 UNIFORM PLAYS

- ▶ Gate.io X Inter Milan (shirt sleeve)
- ▶ Kraken X Atlético Madrid, RB Leipzig, Tottenham Hotspur (multi-club sleeve strategy)



KEY TAKEAWAYS

Football gives crypto brands rapid **multi-market brand awareness**, credibility and trust at scale. Key to giving confidence to first time depositors.



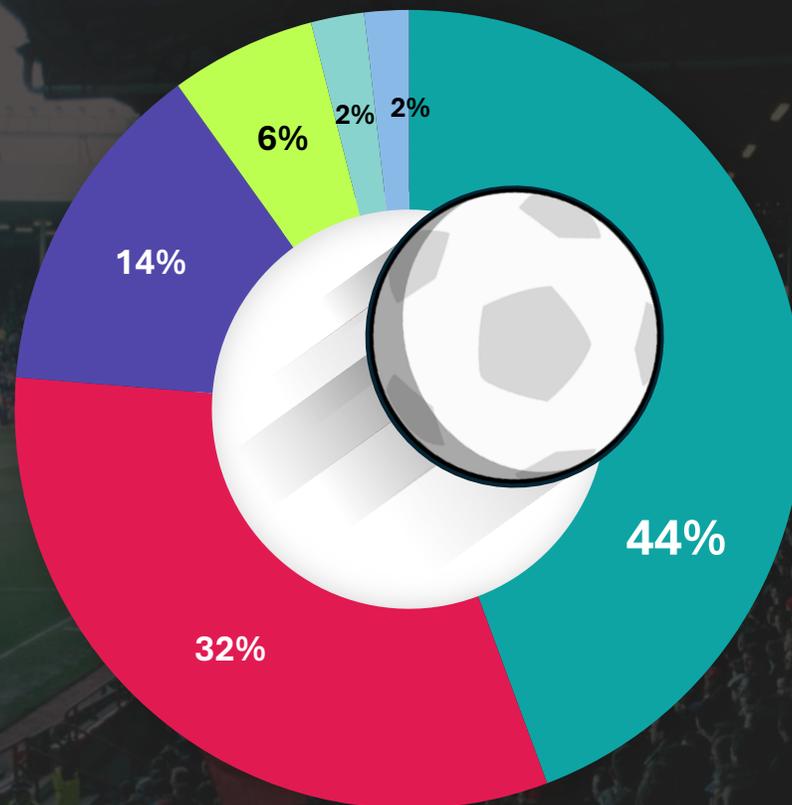
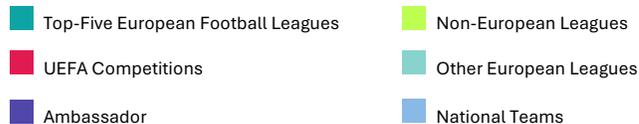
FOOTBALL SPEND BROKEN DOWN

→ KEY TAKEAWAYS

44% of all crypto football spend is concentrated in Europe's Big Five leagues:

- ▶ Premier League, La Liga, Bundesliga, Serie A, Ligue 1
- ▶ Each offers consistent reach, high viewership, and strong commercial ecosystems

UEFA competitions command 32% of total spend. Led by Crypto.com's historic deal as UEFA's first-ever crypto sponsor.





PREMIER LEAGUE SPOTLIGHT



A Changing Landscape

From the 2026/27 season betting brands will be banned from buying the front of shirt advertising position in the Premier League.

Premier League front of shirt sponsorship is a thinly traded marketplace, with typically only 4-5 teams available per season. So, with availability doubling and the biggest buyer coming out, simple supply and demand economics indicate the market is likely to be softer year-on-year presenting a buying opportunity for non-betting brands.

With big Premier League front of shirt case studies, including Stake.com and Betano, and the overlap between iGaming and crypto exchange brand goals and audiences; it's natural smart crypto players will be looking closely at the Premier League front of shirt value proposition, and this unique buying opportunity, as part of their 2026/27 and longer-term planning.

What the Premier League Delivers for Brands:



3BN

Global media audience



80%

Fans based outside of the UK



312k

Social media engagements every hour



11M

Players worldwide



WORLD'S MOST RECOGNISABLE TEAMS & PLAYERS



150M

Players worldwide

FOOTBALL BRAND TESTIMONIAL



“At Kraken, our marketing research shows that over 75% of our core audience in Europe are passionate football fans. Through our partnerships with top clubs like Tottenham and Atlético Madrid, we plan to bridge the worlds of football and crypto, offering meaningful experiences that resonate with fans and bring them closer to the core substance and value of crypto.”



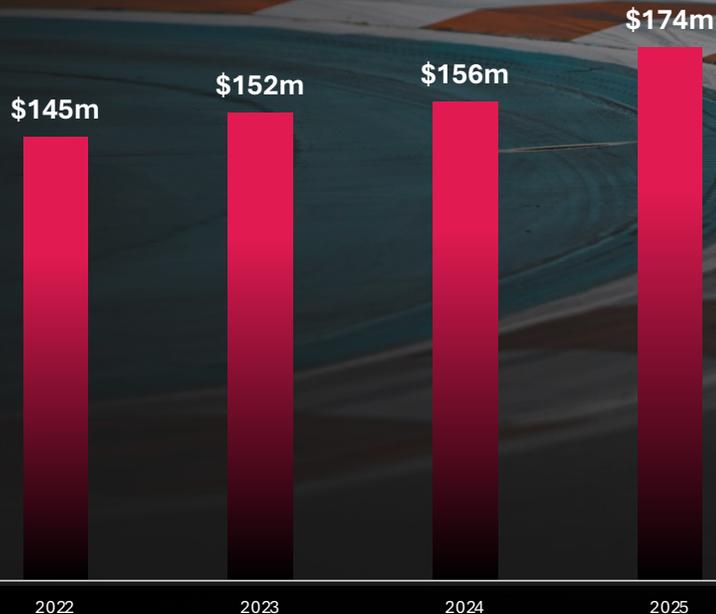
Mayur Gupta
Chief Marketing Officer, Kraken



FORMULA 1

GROWTH ON THE GRID

Crypto Exchange Spend by Season



- ▶ 6% CAGR from 2022
- ▶ **Six crypto team partnerships** up from four in 2024
- ▶ Crypto.com deepens its central partnership with Formula 1
- ▶ Category investment in Formula 1 reaches **all-time high levels**



FORMULA 1 & CRYPTO

THE PERFECT PARTNERSHIP?

Global Scale With Local Activation

- ▶ 24 races, 21 countries, 5 continents.
- ▶ Seamless regional engagement with a large worldwide fanbase.



Young, Digital-first Fans

- ▶ 42% of fans are under 35.
- ▶ 97+ million official social following, plus, huge team and driver reach.



Visibility & Cultural Relevance

- ▶ 1.5+ billion global TV audience.
- ▶ 6.5 million live spectators in 2024 (British GP: 480,000 over four days).
- ▶ 'Drive to Survive' impact: U.S. viewership doubled since 2018.



Audience Fit For Crypto

- ▶ Tech-savvy and financially confident.
- ▶ Fans 2x more likely to notice and recall sponsors than the public.
- ▶ Formula 1 isn't just about racing, it's a high-performance platform that delivers reach, relevance, and reputation for crypto brands chasing global impact.



FORMULA 1 BRAND TESTIMONIAL



“Formula 1 was one of our first global sports partnerships and a key driver in elevating Crypto.com to the most recognised crypto brand in the world. We are as bullish as ever about the future of crypto. We can confidently say crypto is here to stay, and we are excited to keep the momentum going with Formula 1.”



Steven Kalifowitz
Chief Marketing Officer, Crypto.com

 crypto.com

ESPORTS FROM HYPE TO RE-SET

THE OPEN RUNWAY AHEAD



Esport Deals:

Spend in esports has seen an 85% drop-off since 2022, from a high of \$58M to just \$8M in 2024/25.

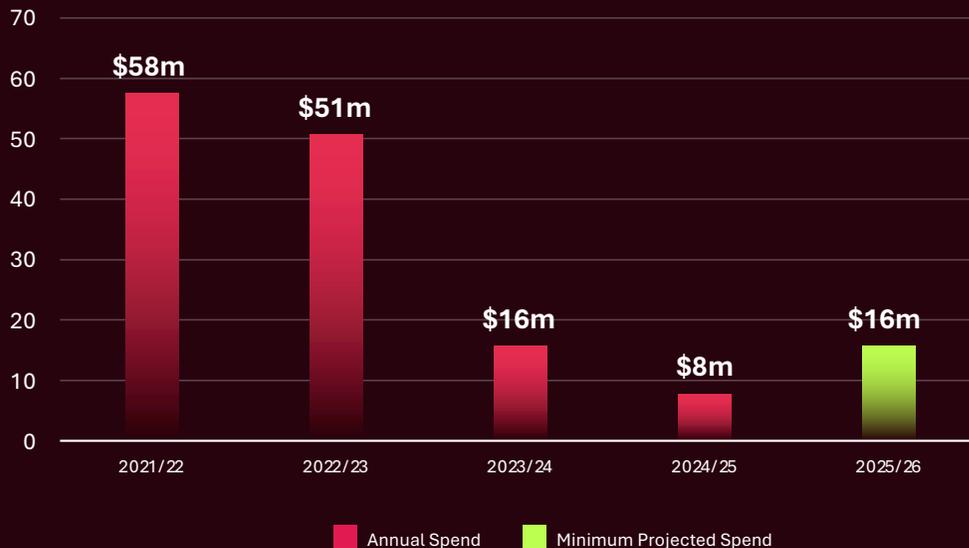
Bearing in mind the underlying fit between esports audiences and crypto audiences, esports now looks to be somewhat oversold.

With prices reducing, we are now seeing early signs of crypto buyers returning including Coinbase's global deal with Riot Games and Flipster's partnership with Talon.

Something to keep an eye on.



Esports Seasonal Spend



WHY ESPORTS PRESENT AN OPPORTUNITY FOR CRYPTO EXCHANGES

Esports provide a mixture of education, awareness and engagement deliverables to support brand growth in key markets.

Esports fans are tech savvy and have experience in buying digital tokens within games and the metaverse. They are more engaged with blockchain and cryptocurrency than the broader sports fan demographic and **3x more likely to invest**.

Esports fans are younger, **typically aged between 25-40**, with above average levels of disposable income, demonstrate strong financial acumen and are often the key decision maker within a household.

There is an opportunity for brands to re-enter the space and reconnect with one of the most digitally native and brand-receptive fanbases in sport at reduced prices.



ATHLETE MARKETING SHOWS SIGNS OF DECLINE



Athlete Marketing Seasonal Spend



Athlete Deals:

Crypto exchanges spent a total of **\$154M on sports personality endorsements** from 2021/22 to 2024/25.

This trend peaked in 2022/23 at \$49M, before declining by 12% year-on-year, signalling a maturing market.



KEY TAKEAWAYS

- ▶ Crypto exchange activity in athlete marketing is underpinned by two cornerstone deals: Ronaldo x Binance and Messi x Bitget – both live since 2022/23.
- ▶ In 2024/25 exchanges diversified their ambassador rosters and adopted a regional approach to drive local engagement. These deals are lower in profile and scale.
- ▶ While some interest in ambassador partnerships remains, momentum is declining on the both the buy and sell side.



CONCLUSION

With 34 new deals announced across all sports, crypto exchange spend is back on the upswing.

With the top 10 crypto brands currently accounting for over 90% of category spend, if crypto brand sector spend develops in line with more mature adjacent digital first brand sector spend it indicates non spenders/ low spenders will start spending/ spending more in the next 12-24 months.

Key Trends To Watch Out For

Premier League front of shirt buying opportunity

New UK government regulation prohibiting betting brands from appearing on front of shirt inventory from the 2026/27 season opens a unique window for exchanges to lock in attractive buy-in prices.

100% Formula 1 adoption and growth of broader motorsport arena

Trends indicate all F1 teams will have a crypto exchange partner for the 2026 season (up from six in 2025) but with higher pricing impacting the value proposition we also see buyers starting to look at other motorsports including MotoGP™ and NASCAR.

Esports bounce back

Esports looks oversold. Audience fundamentals combined with improved value proposition incl. reduced pricing likely to see buyers return.



Our final thought:

Crypto is back and committing to sports sponsorship as a proven route to scale; combining reach, relevance, and trust at a global level.

In a brand sector where awareness and reputation are critical, **sport delivers on both** – and further down the sales funnel incl. deposits if planned and bought well.

SPORTQUAKE

To learn more about sports sponsorship and how to grow your brand, speak to the team:

hello@sportquake.com