

PokerStars signs partnership with Red Bull Formula One team

Description

PokerStars has entered into an agreement with Red Bull Racing to sponsor its Formula One team ahead of the new season.

In a multi-year partnership, the online gambling and entertainment brand will feature on team member race suits, as well as the RB18 – the name of the new F1 car designed for the upcoming season. PokerStars, owned by Flutter Entertainment, will look to tap into F1's growing audience, particularly as technological broadcasting advancements allow viewers to enjoy the sport in more ways than before.

The agreement allows both companies to reach new audience groups which share common interests and passions, with PokerStars Casino, PokerStars and PokerStars Sports products all featuring in branding opportunities.

Dan Taylor, Chief [Executive](#) Officer, Flutter International, commented: "Red Bull Racing is an ideal fit for PokerStars because it's not just about what you offer fans and players, but the ethos and vision behind how you offer it. Part of our vision for PokerStars is to create the world's most epic casino, built on player experiences, giving our community moments they'll never forget.

"We're looking forward to working with the Team and sharing further developments as the 2022 season approaches. We wish the Red Bull Racing team all the best for their new campaign."

Red Bull Racing, which has seen its drivers claim the World Championship on five occasions since 2010, is hoping team member Max Verstappen can repeat last year's victory in the forthcoming season.

Christian Horner, Team Principal and CEO, Red Bull Racing, said: "Following last year's blockbuster Formula One season, I am delighted to kick off 2022 by announcing PokerStars as a new partner. We are pleased to welcome PokerStars to the Team as F1 enjoys a period of growth in new and existing territories and look forward to getting the 2022 season underway together."

Categorie

- casino

Date

08/10/2026

date created

14/02/2025

Auteur

mscreation973