



Golden Palace goes all-in with Telenet Giants Antwerp for 3 more seasons

For several years, Golden Palace Casino & Sports has been by the side of Telenet Giants Antwerp. As a privileged sponsoring partner since 2018, Golden Palace saw the squad confirm its position as a top 3 team in the Belgian competition and a worthy challenger of BC Ostend. Golden Palace also supported the team in its European endeavours, with the bronze medal in the Champions League in 2019 as a highlight. This comes as further proof of the solid faith that Golden Palace has always held in the ambitions that the Giants cherish. Now, the casino and sports actor, among the most important in Belgium, is doubling down on that faith.

In a brand-new sponsoring contract, Golden Palace once more links its own growth and ambitions to those of Telenet Giants Antwerp. This new, more profound deal forges a new bond for an additional 3 years, starting from the 2022-2023 season. As this ever-evolving partnership has proven beneficial to both Golden Palace and Telenet Giants Antwerp in the past years, both partners are confident that this is the right way forward.

All-in

Through this new sponsorship deal, Golden Palace is going all-in with the Giants. More specifically, this greatly improves the Group's visibility beyond its previous limitations. In practice, the name and logo of Golden Palace will be featured in prominence on the shirts (backside), as well as on the shorts (left legs' backside) for the upcoming three basketball seasons.

"It's a logical next step in our partnership," explains Golden Palace CEO Massimo Menegalli. "Over the years, we have proven that our decision to team up in 2018 was the right move at the right time. As Telenet Giants Antwerp made a greater name for itself nationally and internationally with our help, we in turn managed to ascertain our position as a leading casino and sports entertainment business in the city of Antwerp."

Indeed, with 2 gaming halls in Antwerp and a total of 4 in the province of Antwerp, Golden Palace knows how to stay true to its roots and how to unite community and commerce. Basketball fans can look forward to awesome animations at the home games in the Lotto Arena, and Golden Palace clients will likewise be able to enjoy fresh experiences through contests on social media outlets. If the past is anything to go by, then the future is looking just as bright for all parties involved: Telenet Giants Antwerp, Golden Palace, and of course the loyal fans of both entities.

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