

## Golden Palace becomes sponsor to RAAL La Louvière for 3 seasons

Golden Palace Casino & Sports continues its support of worthy sports partners with a sponsorship deal with RAAL La Louvière for the upcoming 3 seasons. From the 2022-2023 season, the Belgian casino and sports betting group will stand by the side of the green-and-white club from La Louvière with matriculation number 94 as it aims to fulfill its sportive ambitions of climbing up the ladder of Belgian football.

As one of the most prominent actors in the Belgian casino entertainment and sports betting industry, Golden Palace has its heart for sports as a red thread throughout its history. With more than 40 gaming halls and betting shops spread across the Belgian territory, the Group takes pride in its presence in Belgium. The group also prides itself on its popular online presence at [goldenpalace.be](http://goldenpalace.be), recently celebrating its 10<sup>th</sup> birthday.

Teaming up with RAAL is teaming up with history, as the club has its roots deep in regional and Belgian football. Fans and followers alike will fondly remember the club's glory days of the early 2000's, for example. In 2003, the green-white Wolves even won the Belgian cup after beating STVV (Sint-Truiden) 1-3. This entitled the club to participation in the UEFA Cup the next season, where it played a heroic double confrontation against Benfica.

### Local presence is key

The fact that RAAL also stresses the importance of thinking and acting locally was another decisive factor in this sponsorship deal. RAAL sources its staff and players from within its region – a region in which Golden Palace, too, is present. “For this sponsorship deal, Golden Palace was drawn to RAAL La Louvière beyond shared values like transparency and ethical business.”, says Massimo Menegalli, Golden Palace CEO. “Local involvement was a crucial factor: Golden Palace is present in the “Région du Centre” with gaming halls in La Louvière (Houdeng-Gœgnies) and Anderlues.” In a broader sense, RAAL and Golden Palace are both local in that they are 100% Belgian entities.

Through this sponsorship deal, the Golden Palace Group and RAAL will work towards a near future where both partners enrich each other. As RAAL president Salvatore Curaba puts it: “It is a privilege for RAAL to be joined by a partner like Golden Palace – an important player in the Belgian landscape and a company with a national reputation and scope. This partnership gives a lot of legitimacy to our project. We are delighted to have reached an agreement for the next 3 seasons, which I am sure will be the beginning of a long story. It is an honour for us to live this adventure with a company that shares our values.”

Golden Palace feels privileged to help out RAAL any way it can as it prepares to take its first hurdle: the second division of Belgian football within 2 years. This solid partnership based on common grounds will in turn be beneficial to Golden Palace too, as the Group further positions itself as a safe and fun casino gaming and sports betting provider.

The RAAL fans, too, will rejoice at the news of this sponsorship deal, as it gives RAAL a boost in its search for the sportive accomplishments that are within its grasp. A Golden Palace presence in

[www.goldenpalace.be](http://www.goldenpalace.be)



RAAL's Tivoli Stadium also means that fans will be able to enjoy the numerous fan-friendly animations that the Group organizes. Golden Palace players will also benefit, as they will enjoy contests and promotions aimed towards RAAL on its social media outlets and [goldenpalace.be](http://goldenpalace.be).

With this sponsorship deal, the first by the group of an RBFA-affiliated team from the third division of Belgian football, Golden Palace confirms its faith in the aspirations and ambitions of RAAL La Louvière. Through the unique vantage point of witnessing RAAL fights to move up to the first division, Golden Palace is confident that it will also grow to its true potential, while always prioritizing on social responsibilities and football spirit.

#### **GOLDEN PALACE – YOUR CONTACTS**

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