

## Golden Palace teams up with RWDM in sponsorship deal

In its search for valuable partners with a heart for sports, Golden Place Casino & Sports announces that it has found Belgian First Division B team RWD Molenbeek. Starting from the 2022-2023 season, the casino and sports betting group will sponsor the football team from the capital for three seasons. This marks the first time that the Golden Palace Group is set to sponsor a team from Brussels – not just the capital of Belgium, but also the capital of Europe.

The Golden Palace Group is among the most important players in the Belgian casino entertainment and sports betting market. Online, the group has a successful presence at [goldenpalace.be](https://goldenpalace.be), celebrating its tenth birthday recently. Offline, Golden Palace is the biggest actor on the Belgian market, with more than 40 gaming halls and betting shops in every corner of Belgium. Crown jewels of Golden Palace are its 4 gaming halls in the city of Brussels: De Brouckère, Monnaie, Bourse, and Saint-Josse.

“For Golden Palace, RWD Molenbeek was an obvious fit for an organization to team up with.”, says Golden Palace CEO Daniela Menegalli, “As a through-and-through Belgian family business based in Brussels with a long and proud history, it found many intrinsic values in common with RWD Molenbeek beyond the sportive aspect.” Golden Palace is proud to stand alongside RWDM for the three upcoming seasons as the club fights its way to the forefront of Belgian football – and the hearts of thousands of fans.

### **Strong in Brussels**

Together, Golden Palace and RWD Molenbeek envision a future where its ambitions blend for the benefit of both parties. With the added value of the stimulus given by Golden Palace, RWDM will no doubt continue to rise through the ranks of Belgian football. Likewise, a partnership with an ambitious football team steeped in tradition like RWDM will help Golden Palace in harnessing its position as a safe and fun provider of sports betting, whether through [goldenpalace.be](https://goldenpalace.be), its dedicated betting shops, or the press shops that it recently acquired.

For the fans of both RWDM and Golden Palace, especially, the future is looking bright. As it has done successfully with other sponsored sports teams in the past and present, Golden Palace will fully commit to frequent low-threshold animations during home games at RWDM’s Edmond Machtens Stadium. Fans of Golden Palace itself will be able to engage with RWDM through social media contests that will offer unique RWDM experiences.

In just the first of such experiences, fans of RWDM as well as customers at Golden Palace will be able to participate in a contest for a 3-season subscription for all home games of the club in the Edmond Machtens Stadium. This contest will take the form of an online search for the “Golden Ticket”, and will run from July 1 till July 8 on the social media platforms of both Golden Palace and RWD Molenbeek. With this contest, Golden Palace starts the partnership with RWDM in style and reaffirms its faith in the club.

Thanks to this new sponsorship deal, Golden Palace is willing to invest in the future of RWDM, so that the team may reflect its unbridled ambitions. This, in turn, will offer Golden Palace fresh opportunities to grow as a socially responsible business with a heart for football.



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

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