

Marathonbet are new Hibs' sponsors



Hibs have announced a significant six-figure partnership deal with Marathonbet, which will see the global bookmakers become the Club's new Main Sponsor.

The initial two-year agreement begins ahead of the 2014/15 season and includes an option to extend to a third year.

The Marathonbet logo will adorn the front of Hibernian's home and away shirts plus the new sponsors will also operate in-stadia betting at Easter Road Stadium from the start of next season.

Established in 1997, Marathonbet is the sportsbook of choice for more than 1.5 million players across more than 185 countries.

Hibernian Chief Executive Leeann Dempster said: "We are delighted to welcome Marathonbet as our new Main Sponsor and we are excited about how our mutually beneficial partnership will develop moving forward.

"Marathonbet are an ambitious company who are aiming to grow substantially over the next few years – Hibernian shares similar goals and we're confident the two brands will work well together as a team.

"Today's launch sees the beginning of another new chapter for Hibernian and another fresh addition to the club as we look towards the start of the upcoming season."

Marathonbet CEO Graham Luke said of the new partnership: "Hibernian Football Club present a unique opportunity for Marathonbet to launch its association with Scottish football.

Hibs is a club famed for its history and its loyal and ardent fanbase.

“We join the club at a time of rebuilding that also sees the introduction of a new Chief Executive and Head Coach and these appointments underline the ambition of the club going forward.

“These ambitions echo our own as we look to grow and expand into new territories and this agreement is a key vehicle in broadening the awareness of our brand and helping us reach our strategic goals.”