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Aposta Ganha: O case study of a successful pivot in sports sponsorship

In late 2024, Aposta Ganha, a Brazilian sports betting company, made headlines by signing a three-year deal worth R\$100 million to sponsor Clube Atlético Corinthians Paulista, a popular football club in Brazil. This move marked a significant shift in the company's marketing strategy, as they had previously focused on smaller, local sponsorships. The partnership aimed to increase brand visibility, attract new customers, and expand the company's presence in the Brazilian sports market.

Background

Before the Corinthians deal, Aposta Ganha had been slowly, but steadily, expanding its customer base and geographical reach. Founded in 2024, it had established a strong foothold in the Brazilian sports betting market through its innovative products and aggressive marketing tactics. However, the company's executives realized that further growth required a bolder, more disruptive approach. They identified sponsorship as a key driver of brand growth and decided to pivot their marketing strategy towards bigger, more high-profile partnerships.

Implementation

Aposta Ganha's first major move was to engage Jorge Nicola, a prominent sports marketing executive with extensive experience in brokering high-profile sponsorship deals. He proved instrumental in facilitating discussions with Corinthians and other top-tier Brazilian clubs. The planning process involved months of negotiations, market research, and due diligence on both parties. The significant investment in this partnership demonstrated the company's resolve to raise its profile and compete with well-established rivals.

Between August 2024 and January 2025, the sponsorship agreement was finalized, and the official announcement was made on January 23, 2025. Aposta Ganha's leadership confirmed that the deal was worth R\$100 million for three years, making it one of the most significant partnerships in Brazilian sports history. As part of the agreement, the bookmaker would become the club's official betting partner, gaining exposure through branding on the team's jersey, stadium, and digital assets.

Growth and success

The impact of the sponsorship was felt immediately. Aposta Ganha's social media following grew significantly, reaching over 23 million social media followers in the first month after the announcement. Within three mo