

THE 2026/27 EFL SHIRT SPONSOR MAP

Who is paying the EFL?

We identified the front-of-shirt sponsor of every Championship, League One and League Two club this season. The Premier League's ban on gambling shirt sponsors has changed who pays the EFL, and where the commercial risk now sits.

72

clubs mapped

22

new front-of-shirt sponsors
this season

9

gambling sponsors, seven
in the Championship

23

of 48 League One and Two
shirts carry a local firm

KEY FINDINGS

- 01 Gambling money stayed in the Championship and stayed UK-licensed**
All seven Championship gambling sponsors are established operators licensed in Great Britain. None is an offshore white label.
- 02 The partnerships that failed were not gambling deals**
Burnley ended a deal with a trading platform after 42 days. Millwall replaced a payments firm mid-season and is reported to be pursuing an unpaid balance.
- 03 Offshore licensing has moved down a division**
League One carries a crypto casino licensed in Anjouan, in the Comoros, which does not serve UK customers.
- 04 Lower down, the exposure is local and personal**
Local firms dominate League Two, and five League One and Two shirts carry a business linked to the club's current or former owners.

BY DIVISION

The further down the league the more local the money

Front-of-shirt sponsors of all 24 clubs in each division by sector.

Championship



League One



League Two



■ Gambling
 ■ National or international brand
 ■ Local or regional business
 ■ Linked to the club's owners
■ Fintech or financial services
 ■ Other, charity or none

Championship

Major brands lead, from P&O Cruises to Firefox.

Seven gambling sponsors. Midnite is on three shirts; Coral signed its first ever front-of-shirt deal.

West Ham kept BoyleSports after relegation. Watford and Swansea moved away from gambling.

10 new sponsors this season

League One

The most mixed division: nine local firms and eight national brands.

Two gambling sponsors. One online casino moved straight from one League One shirt to another.

MK Dons began the season with a blank shirt after a decade with one sponsor.

5 new sponsors this season

League Two

Fourteen local firms: engineering, construction, valves, fuel and refrigeration.

No gambling brand on any front of shirt.

Long tenures: Cheltenham's sponsor since 2008/09, Newport's for 14 years.

7 new sponsors this season

WHERE THE RISK SITS

The brand on the shirt is the least of it

Four publicly reported patterns from the 2026/27 season show where clubs are most exposed: regulatory status, ability to pay, licensing and ownership.

REGULATORY STATUS

Burnley: 42 days

Burnley ended its front-of-shirt deal with Finotive, a Cyprus-based trading platform, on August 14, 2026 amid reported questions about its regulatory status. Supporters were offered refunds or shirt exchanges.

A regulatory position can change faster than a kit cycle.

ABILITY TO PAY

Millwall: a mid-season switch

Millwall replaced payments brand MyGuava with a local firm on December 23, 2025, midway through the season. The club is reported to be pursuing the former partner for an unpaid balance.

A sponsor that stops paying leaves a gap no window can fill.

LICENSING

Leicester: from Curaçao to Anjouan

Trade press reported that a Curaçao court declared two companies operating BC.GAME bankrupt in November 2024. The brand later gave up its Curaçao licence and now holds one from Anjouan. It says it does not serve UK customers. Leicester renewed the deal for 2026/27.

OWNERSHIP

Six owner-linked shirts

Cardiff, Mansfield, Stockport, Accrington, Fleetwood and Salford carry a front-of-shirt sponsor linked to the club's current or former owners or largest shareholder.

Related-party deals invite questions about value and independence.

ALSO WORTH NOTING

One League One front-of-shirt sponsor publishes no owners, directors or location on its website. For most fans and many clubs, a brand is all they ever see. The entity that signs the contract, and the people who control it, are where due diligence has to start.

BEFORE YOU SIGN

Five questions for any new partner

1 Which company signs the contract and pays the invoices?

The trading brand and the paying entity are often different and sometimes in different countries.

2 Who ultimately owns and controls it?

Trace ownership to the people at the top, and check for any link to your own owners or directors.

3 Is it licensed for what it does?

A licence from one jurisdiction may not cover UK customers and licences are surrendered and moved.

4 Can it pay for the whole term?

Read the accounts, not just the filing date: net liabilities, going-concern notes and loans from directors.

5 What have its directors done before?

Previous companies that failed or were struck off are the most reliable warning sign we see.

METHOD

InsightX identified the front-of-shirt sponsor on the main home kit of all 72 clubs in the Championship, League One and League Two for 2026/27, using club announcements, local and trade press and kit records, as at October 9, 2026. Sponsors were classified by sector from public information. Sleeve, back-of-shirt and other partners are not included.

InsightX investigates sponsors, investors and partners for Premier League clubs, Formula 1 teams and international federations. We now offer two services built for the EFL.

SPONSOR SCREEN

Fixed-fee decision memo on a prospective sponsor.
Free 24-hour triage on any name you send us.

PARTNER CHECK

Investigation of any of your existing commercial partners.

justin.williams@insightxintel.com · insightxintel.com