



Make sure you never miss the latest SportsPro content. Subscribe to web notifications now.

Later

Subscribe

UFC lands “US\$175m” Crypto.com fight kit sponsorship

Crypto.com also named MMA promotion's first official cryptocurrency platform partner.



7 JULY 2021

ED DIXON

NEWS



SHARE THIS ARTICLE



- Deal to run for ten years, according to CNBC
- Upcoming UFC 264 to debut Crypto.com branded assets
- Crypto currency platform inked ‘US\$100m’ contract with F1 last month

The Ultimate Fighting Championship (UFC) has struck a long-term deal with cryptocurrency platform Crypto.com to become the mixed martial arts (MMA) promotion’s first-ever global fight kit partner.

The agreement, which is worth more US\$175 million over ten years according to CNBC, secures Crypto.com branding on fight kits worn by UFC athletes and their corner team in competition. The platform has also been named as the UFC’s first official cryptocurrency platform partner.

1/2
news read

Enjoying SportsPro content? Create your account and get enhanced access to all the latest stories.

REGISTER

Have an account? [Log in](#)



Make sure you never miss the latest SportsPro content. Subscribe to web notifications now.

media followers, including the 900,000+ Twitter followers of the UFC. Crypto.com currently boasts more than ten million users worldwide and its cryptocurrency card is currently available in over 30 countries.

"This is a partnership between two companies that are the best at what they do," said UFC president Dana White. "No company has done more to grow the popularity of combat sports than UFC, and now we're one of the biggest sports brands on the planet. We can help Crypto.com reach more people around the world through the strength of our brand."

Kris Marszalek, co-founder and chief executive of Crypto.com, added: "It's a historic moment as the fastest growing cryptocurrency platform joins forces with the fastest growing sport to help accelerate the world's transition to cryptocurrency."

"This is just the beginning of a long relationship with UFC, and we're looking forward to what we will build together."

It is the second major deal for Crypto.com in a little over a week. At the end of June, the platform became a Formula One global sponsor and lead partner for the series' sprint series. CNBC reports that the five-year contract is said to be worth US\$100 million.

NEWS GLOBAL, MMA, SPONSORSHIP, SPONSORSHIP & MARKETING

SHARE THIS ARTICLE X f in e mail whatsapp link

Related content



Ratings roundup: NWSL and SailGP set audience record...
27 NOVEMBER 2025



ELF and EFA ink peace deal to reunify Europe's Ame...
27 NOVEMBER 2025



Saudi PIF 'running low on cash' for new ...
27 NOVEMBER 2025

1/2 news read

Enjoying SportsPro content? Create your account and get enhanced access to all the latest stories.

REGISTER Have an account? Log in



Make sure you never miss the latest SportsPro content. Subscribe to web notifications now.

Events

- SportsPro New York
- SportsPro AI USA
- SportsPro LIVE
- SportsPro AI UK
- SportsPro Media Awards
- SportsPro Media Summit
- BlackBook Motorsport Forum
- SportsPro Investment Summit

News

- Insights
- Podcasts
- Reports
- Impact X
- Most Marketable Athletes
- Laureus Sport For Good Index
- Sustainability Hackathon
- New Era Programme

About Us

- Careers
- Membership
- Newsletters
- Contact Us

FOLLOW US

1/2
news read

Enjoying SportsPro content? Create your account and get enhanced access to all the latest stories.

REGISTER

Have an account? [Log in](#)