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

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



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- 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.

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media followers, including the 90

broadcasts. 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.

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