

The Most Popular Sponsors Football Shirts in the last 30 years - Full Data Set  
OnlineGambling.com

Industry	Count
Betting	75
Finance	65
Alcohol	60
Electronics	57
Cars	40
Airline	36
Telecom	35
Insurance	30
Sports Clothing	21
Software	18
Computers	15
Travel	15
Casinos	10
Food	10
Retail	10
Chemicals	4
Charity	3
Employment website	3
Video Game	3
Hotel	3
Imaging and optical product	3
Paint	3
Accounting Software	2
Dairy Products	2
Fuel	2
Government	2
Home emergencies and repairs	2
Internet Service providers	2
Real Estate	2
Technology	2
Timber	2
Toys	2
Energy	1
Logistics	1
Mobiles	1
Radio	1

Sponsors

Club	Year	Sponsor	Sponsor type
Arsenal	2019-20	Fly Emirates	Airline
Manchester City	2019-20	Ethad Airways	Airline
Aston Villa	2019-20	W88	Betting
Watford	2019-20	Sportsbet.io	Betting
Everton	2019-20	SportPesa	Betting
Crystal Palace	2019-20	ManBetX	Betting
Wolverhampton Wanderers	2019-20	ManBetX	Betting
AFC Bournemouth	2019-20	M88	Betting
Newcastle United	2019-20	Fun88	Betting
Norwich City	2019-20	DafaBet	Betting
West Ham United	2019-20	Betway	Betting
Chelsea	2019-20	Yokohama	Cars
Manchester United	2019-20	Chevrolet	Cars
Sheffield United	2019-20	Union Standard Group	Finance
Liverpool	2019-20	Standard Chartered	Finance
Brighton & Hove Albion	2019-20	American Express	Finance
Tottenham Hotspur	2019-20	AIA	Insurance
Southampton	2019-20	Virgin Media	Telecom
Leicester City	2019-20	King Power	Travel
Arsenal	2018-19	Fly Emirates	Airline
Manchester City	2018-19	Ethad Airways	Airline
Wolverhampton Wanderers	2018-19	W88	Betting
Everton	2018-19	SportPesa	Betting
Huddersfield Town	2018-19	OPE Sports	Betting
Crystal Palace	2018-19	ManBetX	Betting
AFC Bournemouth	2018-19	M88	Betting
Newcastle United	2018-19	Fun88	Betting
Fulham	2018-19	Dafabet	Betting
West Ham United	2018-19	Betway	Betting
Chelsea	2018-19	Yokohama	Cars

Manchester United	2018-19	Chevrolet	Cars
Liverpool	2018-19	Standard Chartered	Finance
Watford	2018-19	FxPro	Finance
Brighton & Hove Albion	2018-19	American Express	Finance
Cardiff City	2018-19	Malaysia	Government
Tottenham Hotspur	2018-19	AIA	Insurance
Southampton	2018-19	Virgin Media	Telecom
Leicester City	2018-19	King Power	Travel
Arsenal	2017-18	Fly Emirates	Airline
Manchester City	2017-18	Ethad Airways	Airline
Everton	2017-18	SportPesa	Betting
Huddersfield Town	2017-18	OPE Sports	Betting
Crystal Palace	2017-18	ManBetX	Betting
AFC Bournemouth	2017-18	M88	Betting
Swansea City	2017-18	Letou	Betting
Newcastle United	2017-18	Fun88	Betting
West Ham United	2017-18	Betway	Betting
Stoke City	2017-18	Bet365	Betting
Chelsea	2017-18	Yokohama	Cars
Manchester United	2017-18	Chevrolet	Cars
Liverpool	2017-18	Standard Chartered	Finance
West Bromwich Albion	2017-18	Palm Eco-Town Development	Finance
Watford	2017-18	FxPro	Finance
Brighton & Hove Albion	2017-18	American Express	Finance
Tottenham Hotspur	2017-18	AIA	Insurance
Southampton	2017-18	Virgin Media	Telecom
Leicester City	2017-18	King Power	Travel
Arsenal	2016-17	Fly Emirates	Airline
Manchester City	2016-17	Ethad Airways	Airline
Everton	2016-17	Chang	Alcohol
West Bromwich Albion	2016-17	UK-K8.com	Betting
Hull City	2016-17	SportPesa	Betting
Sunderland	2016-17	Dafabet	Betting
West Ham United	2016-17	Betway	Betting
Swansea City	2016-17	Beteast	Betting
Stoke City	2016-17	Bet365	Betting
Watford	2016-17	138.com	Betting
Chelsea	2016-17	Yokohama	Cars
Manchester United	2016-17	Chevrolet	Cars
AFC Bournemouth	2016-17	Mansion	Casino
Crystal Palace	2016-17	Mansion	Casino
Liverpool	2016-17	Standard Chartered	Finance
Middlesbrough	2016-17	Ramsdens	Finance
Tottenham Hotspur	2016-17	AIA	Insurance
Southampton	2016-17	Virgin Media	Telecom
Leicester City	2016-17	King Power	Travel
Aston Villa	2015-16	Intuit QuickBooks	Accounting Software
Arsenal	2015-16	Fly Emirates	Airline
Manchester City	2015-16	Ethad Airways	Airline
Everton	2015-16	Chang	Alcohol
West Bromwich Albion	2015-16	TLCBET	Betting
Sunderland	2015-16	Dafabet	Betting
West Ham United	2015-16	Betway	Betting
Stoke City	2015-16	Bet365	Betting
Watford	2015-16	138.com	Betting
Chelsea	2015-16	Yokohama	Cars
Manchester United	2015-16	Chevrolet	Cars
AFC Bournemouth	2015-16	Mansion	Casino
Crystal Palace	2015-16	Mansion	Casino
Southampton	2015-16	Veho	Electronics
Newcastle United	2015-16	Wonga	Finance
Liverpool	2015-16	Standard Chartered	Finance
Swansea City	2015-16	GWFX	Finance
Norwich City	2015-16	Aviva	Insurance
Tottenham Hotspur	2015-16	AIA	Insurance
Leicester City	2015-16	King Power	Travel
West Bromwich Albion	2014-15	Intuit QuickBooks	Accounting Software
Arsenal	2014-15	Fly Emirates	Airline
Manchester City	2014-15	Ethad Airways	Airline
Queens Park Rangers	2014-15	AirAsia	Airline
Everton	2014-15	Chang	Alcohol
Aston Villa	2014-15	Dafabet	Betting
Stoke City	2014-15	Bet365	Betting
Hull City	2014-15	12BET	Betting
Manchester United	2014-15	Chevrolet	Cars
Southampton	2014-15	Veho	Electronics

Chelsea	2014-15	Samsung	Electronics
Newcastle United	2014-15	Wonga	Finance
Liverpool	2014-15	Standard Chartered	Finance
Crystal Palace	2014-15	Neteller	Finance
Swansea City	2014-15	GWFX	Finance
West Ham United	2014-15	Alpari	Finance
Sunderland	2014-15	BFS Group	Food
Tottenham Hotspur	2014-15	AIA	Insurance
Leicester City	2014-15	King Power	Travel
Arsenal	2013-14	Fly Emirates	Airline
Manchester City	2013-14	Ethad Airways	Airline
Everton	2013-14	Chang	Alcohol
Fulham	2013-14	Marathon bet	Betting
Aston Villa	2013-14	Dafabet	Betting
Stoke City	2013-14	Bet365	Betting
Chelsea	2013-14	Samsung	Electronics
Tottenham Hotspur	2013-14	Hewlett-Packard	Electronics
Newcastle United	2013-14	Wonga	Finance
Liverpool	2013-14	Standard Chartered	Finance
Swansea City	2013-14	GWFX	Finance
West Ham United	2013-14	Alpari	Finance
Sunderland	2013-14	Bidvest	Food
Cardiff City	2013-14	Malaysia	Government
Norwich City	2013-14	Aviva	Insurance
Manchester United	2013-14	Aon	Insurance
Crystal Palace	2013-14	GAC Logistics	Logistics
West Bromwich Albion	2013-14	Zoopla	Real Estate
Hull City	2013-14	Cash Converters	Retail
Southampton	2013-14	aap3	Software
Arsenal	2012-13	Fly Emirates	Airline
Manchester City	2012-13	Ethad Airways	Airline
Queens Park Rangers	2012-13	AirAsia	Airline
Everton	2012-13	Chang	Alcohol
West Ham United	2012-13	Sbobet	Betting
Stoke City	2012-13	Bet365	Betting
Swansea City	2012-13	32Red	Betting
Wigan Athletic	2012-13	12BET	Betting
Aston Villa	2012-13	Genting Casinos	Casino
Chelsea	2012-13	Samsung	Electronics
Newcastle United	2012-13	Virgin Money	Finance
Liverpool	2012-13	Standard Chartered	Finance
Sunderland	2012-13	Invest in Africa	Finance
Fulham	2012-13	FxPro	Finance
Norwich City	2012-13	Aviva	Insurance
Manchester United	2012-13	Aon	Insurance
West Bromwich Albion	2012-13	Zoopla	Real Estate
Reading	2012-13	Waitrose	Retail
Tottenham Hotspur	2012-13	Aurasma	Software
Southampton	2012-13	aap3	Software
Arsenal	2011-12	Fly Emirates	Airline
Manchester City	2011-12	Ethad Airways	Airline
Queens Park Rangers	2011-12	AirAsia (Malaysia Airlines)	Airline
Everton	2011-12	Chang	Alcohol
Sunderland	2011-12	Tombola	Betting
Wolverhampton Wanderers	2011-12	Sportingbet	Betting
West Bromwich Albion	2011-12	Bodog	Betting
Swansea City	2011-12	32Red	Betting
Bolton Wanderers	2011-12	188BET	Betting
Wigan Athletic	2011-12	12BET	Betting
Aston Villa	2011-12	Genting Casinos	Casino
Blackburn Rovers	2011-12	Prince's Trust	Charity
Chelsea	2011-12	Samsung	Electronics
Liverpool	2011-12	Standard Chartered	Finance
Newcastle United	2011-12	Northern Rock Virgin Money	Finance
Fulham	2011-12	FxPro	Finance
Stoke City	2011-12	Britannia Building Society	Finance
Norwich City	2011-12	Aviva	Insurance
Manchester United	2011-12	Aon	Insurance
Tottenham Hotspur	2011-12	Aurasma	Software
Arsenal	2010-11	Fly Emirates	Airline
Manchester City	2010-11	Ethad Airways	Airline
Everton	2010-11	Chang	Alcohol
Sunderland	2010-11	Tombola	Betting
Wolverhampton Wanderers	2010-11	Sportingbet	Betting
West Ham United	2010-11	Sbobet	Betting
Bolton Wanderers	2010-11	188BET	Betting

Wigan Athletic	2010-11	188BET	Betting
Chelsea	2010-11	Samsung	Electronics
Blackpool	2010-11	Wonga	Finance
Liverpool	2010-11	Standard Chartered	Finance
Newcastle United	2010-11	Northern Rock	Finance
Aston Villa	2010-11	FxPro	Finance
Fulham	2010-11	FxPro	Finance
Birmingham City	2010-11	F&C Investments	Finance
Stoke City	2010-11	Britannia Building Society	Finance
West Bromwich Albion	2010-11	Homeserve	Home emergencies and repairs
Manchester United	2010-11	Aon	Insurance
Blackburn Rovers	2010-11	Crown Paints	Paint
Tottenham Hotspur	2010-11	Autonomy Investec (cup)	Software
Arsenal	2009-10	Fly Emirates	Airline
Manchester City	2009-10	Etihad Airways	Airline
Everton	2009-10	Chang	Alcohol
Hull City	2009-10	Totesport.com	Betting
Wolverhampton Wanderers	2009-10	Sportingbet	Betting
West Ham United	2009-10	Sbobet	Betting
Sunderland	2009-10	Boylesports	Betting
Bolton Wanderers	2009-10	188BET	Betting
Wigan Athletic	2009-10	188BET	Betting
Tottenham Hotspur	2009-10	Mansion	Casino
Aston Villa	2009-10	Acorns	Charity
Chelsea	2009-10	Samsung	Electronics
Fulham	2009-10	LG	Electronics
Portsmouth	2009-10	Jobsite	Employment website
Liverpool	2009-10	Standard Chartered	Finance
Birmingham City	2009-10	F&C Investments	Finance
Stoke City	2009-10	Britannia Building Society	Finance
Burnley	2009-10	Cooke Fuels	Fuel
Manchester United	2009-10	AIG	Insurance
Blackburn Rovers	2009-10	Crown Paints	Paint
Arsenal	2008-09	Fly Emirates	Airline
Everton	2008-09	Chang	Alcohol
Liverpool	2008-09	Carlsberg	Alcohol
West Ham United	2008-09	XL Holidays Sbobet	Betting
Sunderland	2008-09	Boylesports	Betting
Tottenham Hotspur	2008-09	Mansion	Casino
Aston Villa	2008-09	Acorns	Charity
Chelsea	2008-09	Samsung	Electronics
Portsmouth	2008-09	Oki	Electronics
Fulham	2008-09	LG	Electronics
Newcastle United	2008-09	Northern Rock	Finance
Stoke City	2008-09	Britannia Building Society	Finance
Manchester United	2008-09	AIG	Insurance
West Bromwich Albion	2008-09	No Sponsor	No Sponsor
Blackburn Rovers	2008-09	Crown Paints	Paint
Wigan Athletic	2008-09	JJB Sports	Retail
Bolton Wanderers	2008-09	Reebok	Sports Clothing
Middlesbrough	2008-09	Garmin	Technology
Hull City	2008-09	Kingston Communications	Telecom
Manchester City	2008-09	Thomas Cook	Travel
West Ham United	2007-08	XL Airways	Airline
Arsenal	2007-08	Fly Emirates	Airline
Everton	2007-08	Chang	Alcohol
Liverpool	2007-08	Carlsberg	Alcohol
Sunderland	2007-08	Boylesports	Betting
Blackburn Rovers	2007-08	bet24.com	Betting
Aston Villa	2007-08	32Red	Betting
Tottenham Hotspur	2007-08	Mansion	Casino
Chelsea	2007-08	Samsung Mobile	Electronics
Portsmouth	2007-08	Oki	Electronics
Fulham	2007-08	LG	Electronics
Reading	2007-08	Kyocera	Electronics
Newcastle United	2007-08	Northern Rock	Finance
Birmingham City	2007-08	F&C Investments	Finance
Derby County	2007-08	Derbyshire Building Soc	Finance
Manchester United	2007-08	AIG	Insurance
Wigan Athletic	2007-08	JJB Sports	Retail
Bolton Wanderers	2007-08	Reebok	Sports Clothing
Middlesbrough	2007-08	Garmin	Technology
Manchester City	2007-08	Thomas Cook	Travel
Arsenal	2006-07	Fly Emirates	Airline
Everton	2006-07	Chang	Alcohol
Liverpool	2006-07	Carlsberg	Alcohol

Blackburn Rovers	2006-07	bet24.com	Betting
Middlesbrough	2006-07	888.com	Betting
Aston Villa	2006-07	32Red	Betting
Tottenham Hotspur	2006-07	Mansion	Casino
Chelsea	2006-07	Samsung Mobile	Electronics
Portsmouth	2006-07	Oki	Electronics
Reading	2006-07	Kyocera	Electronics
West Ham United	2006-07	Jobserve	Employment website
Newcastle United	2006-07	Northern Rock	Finance
Watford	2006-07	loans.co.uk	Finance
Sheffield United	2006-07	CapitalOne	Finance
Manchester United	2006-07	AIG	Insurance
Fulham	2006-07	Pipex	Internet service provider
Wigan Athletic	2006-07	JJB Sports	Retail
Bolton Wanderers	2006-07	Reebok	Sports Clothing
Manchester City	2006-07	Thomas Cook	Travel
Birmingham City	2005-06	flybe.com	Airline
Everton	2005-06	Chang	Alcohol
Liverpool	2005-06	Carlsberg	Alcohol
Middlesbrough	2005-06	888.com	Betting
Sunderland	2005-06	Reg Vardy	Cars
Chelsea	2005-06	Samsung Mobile	Electronics
Portsmouth	2005-06	Oki	Electronics
West Ham United	2005-06	JobServe	Employment website
Newcastle United	2005-06	Northern Rock	Finance
Aston Villa	2005-06	DWS Investments	Finance
Fulham	2005-06	Pipex	Internet service provider
Wigan Athletic	2005-06	JJB Sports	Retail
Bolton Wanderers	2005-06	Reebok	Sports Clothing
Blackburn Rovers	2005-06	Lonsdale	Sports Clothing
Manchester United	2005-06	Vodafone	Telecom
West Bromwich Albion	2005-06	T-Mobile	Telecom
Arsenal	2005-06	O2	Telecom
Tottenham Hotspur	2005-06	Thomson	Travel
Manchester City	2005-06	Thomas Cook	Travel
Birmingham City	2004-05	flybe.com	Airline
Chelsea	2004-05	Fly Emirates	Airline
Everton	2004-05	Chang	Alcohol
Liverpool	2004-05	Carlsberg	Alcohol
Middlesbrough	2004-05	888.com	Betting
Norwich City	2004-05	Proton	Cars
Newcastle United	2004-05	Northern Rock	Finance
Aston Villa	2004-05	DWS Investments	Finance
Blackburn Rovers	2004-05	H.S.A	Insurance
Southampton	2004-05	Friends Provident	Insurance
Crystal Palace	2004-05	Churchill Insurance	Insurance
Fulham	2004-05	Dabs.com	Retail
Bolton Wanderers	2004-05	Reebok	Sports Clothing
Manchester United	2004-05	Vodafone	Telecom
West Bromwich Albion	2004-05	T-Mobile	Telecom
Arsenal	2004-05	O2	Telecom
Portsmouth	2004-05	Ty	Toys
Tottenham Hotspur	2004-05	Thomson	Travel
Manchester City	2004-05	Thomas Cook	Travel
Birmingham City	2003-04	flybe.com	Airline
Chelsea	2003-04	Fly Emirates	Airline
Leeds United	2003-04	Whyte and Mackay	Alcohol
Liverpool	2003-04	Carlsberg	Alcohol
Aston Villa	2003-04	Rover	Cars
Everton	2003-04	Kejian	Electronics
Newcastle United	2003-04	Northern Rock	Finance
Manchester City	2003-04	First Advice	Finance
Leicester City	2003-04	Alliance Leicester	Finance
Wolverhampton Wanderers	2003-04	Doritos	Food
Blackburn Rovers	2003-04	H.S.A	Insurance
Southampton	2003-04	Friends Provident	Insurance
Fulham	2003-04	Dabs.com	Retail
Bolton Wanderers	2003-04	Reebok	Sports Clothing
Manchester United	2003-04	Vodafone	Telecom
Arsenal	2003-04	O2	Telecom
Middlesbrough	2003-04	Dial-a-Phone	Telecom
Portsmouth	2003-04	Ty	Toys
Tottenham Hotspur	2003-04	Thomson	Travel
Chelsea	2002-03	Fly Emirates	Airline
Leeds United	2002-03	Strongbow	Alcohol
Liverpool	2002-03	Carlsberg	Alcohol

Fulham	2002-03	Betfair	Betting
Aston Villa	2002-03	Rover	Cars
Sunderland	2002-03	Reg Vardy	Cars
Blackburn Rovers	2002-03	AMD Processors	Computers
Everton	2002-03	Kejian	Electronics
West Bromwich Albion	2002-03	W Bromwich Building Soc	Finance
Manchester City	2002-03	First Advice	Finance
Southampton	2002-03	Friends Provident	Insurance
Birmingham City	2002-03	Phones4U	Mobiles/Retail
Bolton Wanderers	2002-03	Reebok	Sports Clothing
West Ham United	2002-03	Dr. Martens	Sports Clothing
Manchester United	2002-03	Vodafone	Telecom
Arsenal	2002-03	O2	Telecom
Newcastle United	2002-03	NTL	Telecom
Middlesbrough	2002-03	Dial-a-Phone	Telecom
Tottenham Hotspur	2002-03	Thomson	Travel
Chelsea	2001-02	Fly Emirates	Airline
Leeds United	2001-02	Strongbow	Alcohol
Derby County	2001-02	Marston's Pedigree	Alcohol
Tottenham Hotspur	2001-02	Holsten	Alcohol
Liverpool	2001-02	Carlsberg	Alcohol
Sunderland	2001-02	Reg Vardy	Cars
Blackburn Rovers	2001-02	TIME	Computers
Leicester City	2001-02	LG	Electronics
Ipswich Town	2001-02	TXU Energi	Energy
Charlton Athletic	2001-02	Redbus	Finance
Fulham	2001-02	Pizza Hut	Food
Arsenal	2001-02	Dreamcast	Home video game console
Southampton	2001-02	Friends Provident	Insurance
Bolton Wanderers	2001-02	Reebok	Sports Clothing
West Ham United	2001-02	Dr. Martens	Sports Clothing
Manchester United	2001-02	Vodafone	Telecom
Everton	2001-02	One2One	Telecom
Aston Villa	2001-02	NTL	Telecom
Newcastle United	2001-02	NTL	Telecom
Middlesbrough	2001-02	BT Cellnet	Telecom
Leeds United	2000-01	Strongbow	Alcohol
Tottenham Hotspur	2000-01	Holsten	Alcohol
Ipswich Town	2000-01	Greene King	Alcohol
Liverpool	2000-01	Carlsberg	Alcohol
Coventry City	2000-01	Subaru	Cars
Sunderland	2000-01	Reg Vardy	Cars
Bradford City	2000-01	JCT600	Cars
Chelsea	2000-01	Autoglass	Cars
Derby County	2000-01	EDS	Electronics
Charlton Athletic	2000-01	Redbus	Finance
Leicester City	2000-01	Walkers	Food
Arsenal	2000-01	Dreamcast	Home video game console
Southampton	2000-01	Friends Provident	Insurance
West Ham United	2000-01	Dr. Martens	Sports Clothing
Manchester United	2000-01	Vodafone	Telecom
Everton	2000-01	One2One	Telecom
Aston Villa	2000-01	NTL	Telecom
Newcastle United	2000-01	NTL	Telecom
Middlesbrough	2000-01	BT Cellnet	Telecom
Manchester City	2000-01	Eidos	video games
Newcastle United	1999-00	Newcastle Brown Ale	Alcohol
Tottenham Hotspur	1999-00	Holsten	Alcohol
Liverpool	1999-00	Carlsberg	Alcohol
Coventry City	1999-00	Subaru	Cars
Sunderland	1999-00	Reg Vardy	Cars
Aston Villa	1999-00	LDV Vans	Cars
Bradford City	1999-00	JCT600	Cars
Chelsea	1999-00	Autoglass	Cars
Leeds United	1999-00	Packard Bell	Computers
Manchester United	1999-00	Sharp	Electronics
Derby County	1999-00	EDS	Electronics
Leicester City	1999-00	Walkers	Food
Southampton	1999-00	Friends Provident	Insurance
Arsenal	1999-00	No sponsor	No sponsor
Watford	1999-00	Phones4U	Retail
Sheffield Wednesday	1999-00	Sanderson	Software
West Ham United	1999-00	Dr. Martens	Sports Clothing
Everton	1999-00	One2One	Telecom
Middlesbrough	1999-00	BT Cellnet	Telecom
Newcastle United	1998-99	Newcastle Brown Ale	Alcohol

Liverpool	1998-99	Carlsberg	Alcohol
Coventry City	1998-99	Subaru	Cars
Aston Villa	1998-99	LDV Vans	Cars
Chelsea	1998-99	Autoglass	Cars
Leeds United	1998-99	Packard Bell	Computers
Charlton Athletic	1998-99	Mesh Computers	Computers
Manchester United	1998-99	Sharp	Electronics
Arsenal	1998-99	JVC	Electronics
Tottenham Hotspur	1998-99	Hewlett-Packard	Electronics
Derby County	1998-99	EDS	Electronics
Nottingham Forest	1998-99	Pinnacle Systems	Finance
Leicester City	1998-99	Walkers	Food
Blackburn Rovers	1998-99	CIS	Insurance
Sheffield Wednesday	1998-99	Sanderson	Software
Southampton	1998-99	Sanderson	Software
West Ham United	1998-99	Dr. Martens	Sports Clothing
Everton	1998-99	One2One	Telecom
Middlesbrough	1998-99	BT Cellnet	Telecom
Newcastle United	1997-98	Newcastle Brown Ale	Alcohol
Liverpool	1997-98	Carlsberg	Alcohol
Coventry City	1997-98	Subaru	Cars
Chelsea	1997-98	Autoglass	Cars
Leeds United	1997-98	Packard Bell	Computers
Aston Villa	1997-98	AST	Computers
Crystal Palace	1997-98	TDK	Electronics
Manchester United	1997-98	Sharp	Electronics
Barnsley	1997-98	Ora	Electronics
Arsenal	1997-98	JVC	Electronics
Tottenham Hotspur	1997-98	Hewlett-Packard	Electronics
Leicester City	1997-98	Walkers	Food
Blackburn Rovers	1997-98	CIS	Insurance
West Ham United	1997-98	No sponsor	No sponsor
Sheffield Wednesday	1997-98	Sanderson	Software
Southampton	1997-98	Sanderson	Software
Bolton Wanderers	1997-98	Reebok	Sports Clothing
Derby County	1997-98	Puma	Sports Clothing
Everton	1997-98	One2One	Telecom
Sunderland	1996-97	Vaux Breweries	Alcohol
Newcastle United	1996-97	Newcastle Brown Ale	Alcohol
Nottingham Forest	1996-97	Labatt's	Alcohol
Chelsea	1996-97	Coors	Alcohol
Liverpool	1996-97	Carlsberg	Alcohol
Coventry City	1996-97	Peugeot	Cars
West Ham United	1996-97	Dagenham Motors	Cars
Leeds United	1996-97	Packard Bell	Computers
Aston Villa	1996-97	AST	Computers
Manchester United	1996-97	Sharp	Electronics
Arsenal	1996-97	JVC	Electronics
Tottenham Hotspur	1996-97	Hewlett-Packard	Electronics
Leicester City	1996-97	Walkers	Food
Everton	1996-97	Danka	Imaging and optical product
Blackburn Rovers	1996-97	CIS	Insurance
Sheffield Wednesday	1996-97	Sanderson	Software
Southampton	1996-97	Sanderson	Software
Derby County	1996-97	Puma	Sports Clothing
Middlesbrough	1996-97	BT Cellnet	Telecom
Newcastle United	1995-96	Newcastle Brown Ale	Alcohol
Blackburn Rovers	1995-96	McEwan's Lager	Alcohol
Nottingham Forest	1995-96	Labatt's	Alcohol
Chelsea	1995-96	Coors	Alcohol
Liverpool	1995-96	Carlsberg	Alcohol
Coventry City	1995-96	Peugeot	Cars
West Ham United	1995-96	Dagenham Motors	Cars
Queens Park Rangers	1995-96	Compaq	Computers
Aston Villa	1995-96	AST	Computers
Manchester United	1995-96	Sharp	Electronics
Arsenal	1995-96	JVC	Electronics
Tottenham Hotspur	1995-96	Hewlett-Packard	Electronics
Manchester City	1995-96	Brother Industries, Ltd	Electronics
Leeds United	1995-96	Thistle Hotels	Hotel
Everton	1995-96	Danka	Imaging and optical product
Sheffield Wednesday	1995-96	Sanderson	Software
Southampton	1995-96	Sanderson	Software
Bolton Wanderers	1995-96	Reebok	Sports Clothing
Middlesbrough	1995-96	BT Cellnet	Telecom
Newcastle United	1994-95	McEwan's Lager	Alcohol

Nottingham Forest	1994-95	Labatt's	Alcohol
Tottenham Hotspur	1994-95	Holsten	Alcohol
Chelsea	1994-95	Coors	Alcohol
Liverpool	1994-95	Carlsberg	Alcohol
Coventry City	1994-95	Peugeot	Cars
West Ham United	1994-95	Dagenham Motors	Cars
Ipswich Town	1994-95	Fisons	Chemicals
Queens Park Rangers	1994-95	Compaq	Computers
Aston Villa	1994-95	Müller	Dairy Products
Crystal Palace	1994-95	TDK	Electronics
Manchester United	1994-95	Sharp	Electronics
Everton	1994-95	NEC	Electronics
Southampton	1994-95	Dimplex	Electronics
Manchester City	1994-95	Brother Industries, Ltd	Electronics
Norwich City	1994-95	Norwich and Peterborough	Finance
Leicester City	1994-95	Walkers	Food
Leeds United	1994-95	Thistle Hotels	Hotel
Arsenal	1994-95	No sponsor	No sponsor
Sheffield Wednesday	1994-95	Sanderson	Software
Blackburn Rovers	1993-94	McEwan's Lager	Alcohol
Newcastle United	1993-94	McEwan's Lager	Alcohol
Tottenham Hotspur	1993-94	Holsten	Alcohol
Liverpool	1993-94	Carlsberg	Alcohol
Coventry City	1993-94	Peugeot	Cars
West Ham United	1993-94	Dagenham Motors	Cars
Ipswich Town	1993-94	Fisons	Chemicals
Chelsea	1993-94	Amiga	Computers
Aston Villa	1993-94	Müller	Dairy Products
Manchester United	1993-94	Sharp	Electronics
Everton	1993-94	NEC	Electronics
Southampton	1993-94	Dimplex	Electronics
Manchester City	1993-94	Brother Industries, Ltd	Electronics
Norwich City	1993-94	Norwich and Peterborough	Finance
Swindon Town	1993-94	Burmah	Fuel
Leeds United	1993-94	Thistle Hotels	Hotel
Arsenal	1993-94	No sponsor	No sponsor
Sheffield Wednesday	1993-94	Sanderson	Software
Queens Park Rangers	1993-94	CSF	Software
Oldham Athletic	1993-94	JD Sports	Sports Clothing
Sheffield United	1993-94	Laver	Timber
Blackburn Rovers	1992-93	McEwan's Lager	Alcohol
Nottingham Forest	1992-93	Labatt's	Alcohol
Tottenham Hotspur	1992-93	Holsten	Alcohol
Liverpool	1992-93	Carlsberg	Alcohol
Coventry City	1992-93	Peugeot	Cars
Middlesbrough	1992-93	ICI	Chemicals
Ipswich Town	1992-93	Fisons	Chemicals
Crystal Palace	1992-93	Tulip Computers	Computers
Chelsea	1992-93	Commodore	Computers
Manchester United	1992-93	Sharp	Electronics
Everton	1992-93	NEC	Electronics
Arsenal	1992-93	JVC	Electronics
Manchester City	1992-93	Brother Industries, Ltd	Electronics
Norwich City	1992-93	Norwich and Peterborough	Finance
Aston Villa	1992-93	Mita Copiers	Imaging and optical product
Queens Park Rangers	1992-93	Classic FM	Radio
Southampton	1992-93	Draper Tools	Retail
Sheffield Wednesday	1992-93	Sanderson	Software
Oldham Athletic	1992-93	JD Sports	Sports Clothing
Leeds United	1992-93	Admiral	Sports Clothing
Sheffield United	1992-93	Laver	Timber

#### Winners

Sponsor	Sponsor Type	USD	EUR	GDP
12BET	Betting	\$7,100,000	€ 6,528,123	£5,692,624
138.com	Betting	\$10,200,000	€ 9,378,431	£8,178,136
32Red	Betting	\$69,300,000	€ 63,718,162	£55,563,215
aap3	Software	\$8,400,000	€ 7,723,414	£6,734,935
Acorns	Charity	\$18,211,104	€ 16,744,272	£14,601,263
Admiral	Sports Clothing	\$6,200,000	€ 5,700,615	£4,971,024
AIA	Insurance	\$32,000,000,000	€ 29,422,528,000	£25,656,896,000
AirAsia (Malaysia Airlines)	Airline	\$1,120,000,000	€ 1,029,788,480	£897,991,360
AMD Processors	Computers	\$6,730,000,000	€ 6,187,925,420	£5,395,965,940
American Express	Finance	\$43,560,000,000	€ 40,051,416,240	£34,925,449,680
Aon	Insurance	\$2,800,000,000	€ 2,574,471,200	£2,244,978,400

#### Losers

Sponsor	Sponsor Type	Note
XL Holidays Sbobet	Betting	Defunct
XL Airways	Airline	Ceased operations 23 September 2019
Vaux Breweries	Alcohol	Defunct 2000
TXU Energi	Energy	Defunct 1998
Tulip Computers	Computers	Defunct 3 September 2009
TIME	Computers	Ceased operations: 2005
Thomas Cook	Travel	Defunct 23 September 2019
Rover	Cars	Ceased operations: 2005
Reg Vardy	Cars	Sold 2005
Redbus	Finance	acquired
Pipex	Internet service provider	Defunct: 2008



Autoglass	Cars	\$3,400,000,000	€ 3,126,143,600	£2,726,045,200
Aviva	Insurance	\$18,000,000,000	€ 16,550,172,000	£14,432,004,000
bet24.com	Betting	\$8,800,000,000	€ 8,091,195	£7,055,646
Bet365	Betting	\$3,000,000,000	€ 2,758,362,000	£2,405,334,000
Beteast	Betting	\$5,300,000,000	€ 4,873,106	£4,249,423
Betfair	Betting	\$2,245,204,611	€ 2,064,362,360	£1,800,155,663
Betway	Betting	\$188,698,985	€ 173,500,037	£151,294,695
BFS Group	Food	\$2,800,000,000	€ 2,574,471	£2,244,978
Bidvest	Food	\$6,200,000,000	€ 5,700,614,800	£4,971,023,600
Bodog	Betting	\$6,000,000,000	€ 5,516,724	£4,810,668
Boylesports	Betting	\$1,500,000,000	€ 1,379,181,000	£1,202,667,000
Brother Industries, Ltd	Electronics	\$6,000,000,000	€ 5,516,724,000	£4,810,668,000
BT Cellnet	Telecom	\$7,000,000,000	€ 6,436,178,000	£5,612,446,000
BT Cellnet	Telecom	\$7,000,000,000	€ 6,436,178,000	£5,612,446,000
CapitalOne	Finance	\$28,000,000,000	€ 25,744,712,000	£22,449,784,000
Carlsberg	Alcohol	\$9,500,000,000	€ 8,734,813,000	£7,616,891,000
Cash Converters	Retail	\$281,000,000	€ 258,366,574	£225,299,618
Chang	Alcohol	\$5,700,000,000	€ 5,240,887,800	£4,570,134,600
Chevrolet	Cars	\$68,000,000,000	€ 62,522,872,000	£54,520,904,000
Churchill Insurance	Insurance	\$37,000,000,000	€ 34,019,798	£29,665,786
CIS	Insurance	\$4,500,000,000	€ 4,137,543,000	£3,608,001,000
Classic FM	Radio	\$10,700,000,000	€ 9,838,158	£8,579,025
Coors	Alcohol	\$5,000,000,000	€ 4,597,270,000	£4,008,890,000
Crown Paints	Paint	\$172,000,000	€ 158,146,088	£137,905,816
Dafabet	Betting	\$400,000,000	€ 367,781,600	£320,711,200
Dimplex	Electronics	\$1,500,000,000	€ 1,379,181,000	£1,202,667,000
Doritos	Food	\$290,000,000	€ 266,641,660	£232,515,620
Draper Tools	Retail	\$100,000,000	€ 91,945,400	£80,177,800
DWS Investments	Finance	\$1,000,000,000	€ 919,454,000	£801,778,000
Ethad Airways	Airline	\$6,100,000,000	€ 5,608,669,400	£4,890,845,800
F&C Investments	Finance	\$88,000,000	€ 80,911,952	£70,556,464
Fly Emirates	Airline	\$13,300,000,000	€ 12,228,738,200	£10,663,647,400
flybe.com	Airline	\$752,000,000	€ 691,429,408	£602,937,056
Fun88	Betting	\$1,500,000,000	€ 1,379,181,000	£1,202,667,000
FxPro	Finance	\$4,500,000,000	€ 4,137,543	£3,608,001
GAC Logistics	Logistics	\$9,000,000,000	€ 8,275,086	£7,216,002
Garmin	Technology	\$3,500,000,000	€ 3,218,089,000	£2,806,223,000
Genting Casinos	Casino	\$9,000,000,000	€ 8,275,086,000	£7,216,002,000
Greene King	Alcohol	\$2,000,000,000	€ 1,838,908,000	£1,603,556,000
GWFX	Finance	\$1,000,000,000	€ 919,454	£801,778
H.S.A	Insurance	\$15,000,000,000	€ 13,791,810,000	£12,026,670,000
Hewlett-Packard	Electronics	\$30,000,000,000	€ 27,583,620,000	£24,053,340,000
Holsten	Alcohol	\$3,000,000,000	€ 2,758,362,000	£2,405,334,000
Homeserve	Home emerg	\$1,000,000,000	€ 919,454,000	£801,778,000
Intuit QuickBooks	Accounting S	\$7,500,000,000	€ 6,895,905,000	£6,013,335,000
Invest in Africa	Finance	N/A	#VALUE!	#VALUE!
JCT600	Cars	\$1,300,000,000	€ 1,195,290,200	£1,042,311,400
JD Sports	Sports Clothir	\$5,000,000,000	€ 4,597,270	£4,008,890
Jobserve	Employment	\$9,400,000,000	€ 8,642,868	£7,536,713
Jobsite	Employment	\$87,000,000,000	€ 79,992,498	£69,754,686
King Power	Travel	\$2,000,000,000	€ 1,838,908,000	£1,603,556,000
Kingston Communications	Telecom	\$305,000,000	€ 280,433,470	£244,542,290
Kyocera	Electronics	\$14,000,000,000	€ 12,872,356,000	£11,224,892,000
Labatt's	Alcohol	\$50,000,000,000	€ 45,972,700	£40,088,900
Laver	Timber	\$140,000,000,000	€ 128,723,560	£112,248,920
Letou	Betting	\$4,000,000,000	€ 3,677,816	£3,207,112
LG	Electronics	\$54,000,000,000	€ 49,650,516,000	£43,296,012,000
Lonsdale	Sports Clothir	\$15,000,000,000	€ 13,791,810	£12,026,670
M88	Betting	\$6,000,000,000	€ 5,516,724	£4,810,668
Malaysia	Government	\$51,250,000,000	€ 47,122,017,500	£41,091,122,500
Mansion	Casino	\$9,000,000,000	€ 8,275,086	£7,216,002
Marathon bet	Betting	\$55,000,000,000	€ 50,569,970	£44,097,790
Marston's Pedigree	Alcohol	\$45,000,000,000	€ 41,375,430	£36,080,010
McEwan's Lager	Alcohol	\$45,000,000,000	€ 41,375,430	£36,080,010

Pinnacle Systems	Finance	acquired
Phones4U	Mobiles/Retail	Ceased operations: September 2014
Packard Bell	Computers	acquired by PBX Holding in 2016
Ora	Electronics	Defunct
One2One	Telecom	Defunct 2010
N.T.L.	Telecom	Defunct March 5, 2006
		In January 2017, parent YBS Group announced the proposed closure of 28 (later increased to 31) branches, all current accounts and the eventual withdrawal of the N&P brand
Norwich and Peterborough	Finance	
Northern Rock	Finance	Ceased operations: October 12, 2012
Mita Copiers	Imaging and optical product	acquired 2002
Mesh Computers	Computers	into administration
ManBetX	Betting	not trusted
loans.co.uk	Finance	closed 2008
LDV Vans	Cars	Ceased operations: October 15, 2009
Kejian	Electronics	Defunct 2013
JVC	Electronics	Defunct August 1, 2015
JJB Sports	Retail	Ceased operations: October 1, 2012
ICI	Chemicals	Defunct 2008
Friends Provident	Insurance	Defunct 2018
Fisons	Chemicals	Ceased operations: 1995
First Advice	Finance	bankrupt
Eidos	video games	Defunct 27 March 2009
EDS	Electronics	Defunct September 23, 2009
Dreamcast	Home video game console	Discontinued March 31, 2001
		The parent company of Dr Martens is planning sell the business or float the iconic British brand on the US stock market.
Dr. Martens	Sports Clothing	
Dial-a-Phone	Telecom	Defunct 15 September 2014
Derbyshire Building Soc	Finance	Defunct November 2014
Danka	Imaging and optical product	acquired in 2008
Dagenham Motors	Cars	acquired in 1998
Dabs.com	Retail	acquired in april 2016
CSF	Software	Closed
		In July 2012 the company entered administration and closed.
Cooke Fuels	Fuel	
Compaq	Computers	Acquisition date: May 3, 2002
Commodore	Computers	Defunct April 29, 1994;
Burmah	Fuel	Ceased operations: 2000
Britannia Building Society	Finance	Defunct 1 August 2012
Autonomy Investec (cup)	Software	Defunct 2011
Aurasma	Software	Defunct
Aurasma	Software	Defunct
AST	Computers	Defunct: 2001
Amiga	Computers	Discontinued 1996
Alpari	Finance	currently under administration
Alliance Leicester	Finance	Ceased operations: 2011
888.com	Betting	Stock That Dropped 40% In The Last Year
		Withdrawn from the UK online gambling market as of March 2019
188BET	Betting	

Müller	Dairy Product	\$6,000,000,000	€ 5,516,724,000	£4,810,668,000
NEC	Electronics	\$26,000,000,000	€ 23,905,804,000	£20,846,228,000
Neteller	Finance	\$1,000,000,000	€ 919,454,000	£801,778,000
Newcastle Brown Ale	Alcohol	\$10,000,000	€ 9,194,540	£8,017,780
O2	Telecom	\$7,000,000,000	€ 6,436,178,000	£5,612,446,000
Oki	Electronics	\$5,000,000,000	€ 4,597,270,000	£4,008,890,000
OPE Sports	Betting	\$110,000,000	€ 101,139,940	£88,195,580
Palm Eco-Town Development	Finance	\$771,000,000	€ 708,899,034	£618,170,838
Peugeot	Cars	\$74,000,000,000	€ 68,039,596,000	£59,331,572,000
Pizza Hut	Food	\$1,400,000,000	€ 1,287,235,600	£1,122,489,200
Prince's Trust	Charity	\$10,000,000	€ 9,194,540	£8,017,780
Proton	Cars	\$2,800,000,000	€ 2,574,471,200	£2,244,978,400
Puma	Sports Clothing	\$5,000,000,000	€ 4,597,270,000	£4,008,890,000
Ramsdens	Finance	\$7,000,000	€ 6,436,178	£5,612,446
Reebok	Sports Clothing	\$2,000,000,000	€ 1,838,908,000	£1,603,556,000
Samsung	Electronics	211000000000.00	€ 194,004,794,000	£169,175,158,000
Sanderson	Software	\$32,000,000	€ 29,422,528	£25,656,896
Sbobet	Betting	\$15,000,000	€ 13,791,810	£12,026,670
Sharp	Electronics	\$18,000,000,000	€ 16,550,172,000	£14,432,004,000
Sportingbet	Betting	\$1,600,000,000	€ 1,471,126,400	£1,282,844,800
SportPesa	Betting	\$42,000,000	€ 38,617,068	£33,674,676
Sportsbet.io	Betting	\$8,000,000	€ 7,355,632	£6,414,224
Standard Chartered	Finance	\$15,000,000,000	€ 13,791,810,000	£12,026,670,000
Strongbow	Alcohol	\$280,000,000	€ 257,447,120	£224,497,840
Subaru (UK) Ltd	Cars	\$77,580,394	€ 71,331,604	£62,202,253
T-Mobile	Telecom	\$40,000,000,000	€ 36,778,160,000	£32,071,120,000
TDK	Electronics	\$11,400,000,000	€ 10,481,775,600	£9,140,269,200
Thistle Hotels	Hotel	\$347,000,000	€ 319,050,538	£278,216,966
Thomson	Travel	\$18,000,000,000	€ 16,550,172,000	£14,432,004,000
TLCBET	Betting	\$5,000,000	€ 4,597,270	£4,008,890
Tombola	Betting	\$100,000,000	€ 91,945,400	£80,177,800
Totesport.com	Betting	\$19,000,000	€ 17,469,626	£15,233,782
Ty	Toys	\$62,000,000	€ 57,006,148	£49,710,236
UK-K8.com	Betting	not found	#VALUE!	#VALUE!
Union Standard Group	Finance	\$155,000,000	€ 142,515,370	£124,275,590
Veho	Electronics	\$11,000,000	€ 10,113,994	£8,819,558
Virgin Media	Telecom	\$5,000,000,000	€ 4,597,270,000	£4,008,890,000
Virgin Money	Finance	\$894,000,000	€ 821,991,876	£716,789,532
Vodafone	Telecom	\$44,000,000,000	€ 40,455,976,000	£35,278,232,000
W Bromwich Building Soc	Finance	\$74,836,393	€ 68,808,621	£60,002,174
W88	Betting	\$7,300,000	€ 6,712,014	£5,852,979
Waitrose	Retail	\$5,000,000,000	€ 4,597,270,000	£4,008,890,000
Walkers	Food	\$255,000,000	€ 234,460,770	£204,453,390
Whyte and Mackay	Alcohol	\$240,349,549	€ 220,990,354	£192,706,981
Wonqa	Finance	\$77,000,000	€ 70,797,958	£61,736,906
Yokohama	Cars	\$6,000,000,000	€ 5,516,724,000	£4,810,668,000
Zoopla	Real Estate	\$250,000,000	€ 229,863,500	£200,444,500