



## **Blocksport and Capital Block Announce Strategic Partnership to Revolutionize Fan Engagement in Sports Through Blockchain Technology**

Blocksport, a pioneer in technology solutions for sports organizations, and Capital Block, a leading global sports tech agency, have announced a groundbreaking strategic partnership. This collaboration aims to drive education and adoption of blockchain technology, enhancing fan engagement and opening new revenue streams across the sports industry.

Blocksport, renowned for its innovative platform that collaborates with sports organizations worldwide, will join forces with Capital Block. Capital Block has a distinguished portfolio, having worked with major sports brands such as McLaren, Cristiano Ronaldo, Binance, Tezos, and Galatasaray. This partnership will enable Blocksport's clients to build long-term digital strategies and products that foster fan engagement and tap into evolving revenue opportunities as fans globally change their engagement with beloved sports clubs.

Capital Block's expertise lies in crafting strategies that generate long-term value and reach new global audiences. Their recent collaboration with McLaren Racing in the 23/23 digital collectibles campaign, which

garnered over 3 million claims and 1 million unique holders, exemplifies their capability to monetize digital fan engagement successfully.

Through this partnership, Blocksport and Capital Block aim to introduce a new vision for the sports industry, leveraging Blocksport's cutting-edge app technology. This app, customizable for clubs, facilitates ticket sales, merchandise, news, and content delivery while rewarding fans for their engagement—all built on blockchain technology.

**Samir Ceric, Chief Operating Officer** of Blocksport AG, expressed his enthusiasm: "Having worked closely with Tim and having engaged in extensive discussions about Web3 and fan engagement, I am thrilled to announce this strategic partnership. This collaboration has been thoughtfully crafted, considering our recent ventures, such as our partnership with United City FC and Capital Block's successful engagement with Rebecca Eliot of ProTouch for the Podium Pursuit Collective. Our goal is to add value to clubs, leagues, and federations through our digital infrastructure and the full Web3 ecosystem that Blocksport is renowned for. We envision a future focused on loyalty, digital collectibles, and unique fan experiences, moving beyond the conventional realm of NFTs and fan tokens. This partnership marks a significant step in our journey to educate and innovate in the sports industry."

**Tim Mangnall of Capital Block** commented: "We are thrilled to support Samir and the Blocksport team as they integrate their technology across global sports clubs. Our collaboration has been fueled by passion and hard work, and we believe this partnership is not only a win for our companies but for the sports industry at large."

This strategic partnership is set to redefine how sports organizations engage with their fans, leveraging the latest in blockchain technology to create immersive and rewarding experiences. Blocksport and Capital Block are committed to pioneering this exciting new era in sports fan engagement.

## **About Blocksport**

Blocksport is an innovative Technology provider providing solutions for the sports industry. The blockchain-focused Sports Tech was founded in 2019 in Zug, Switzerland. Today, the company's flagship product serves over 40 clients globally and among them top clubs like Empoli FC, FC Dynamo Kyiv, Partizan BC, Red Star RLC, Kaizer Chiefs FC, Bulgarian Football Union, ARIS BC, FC OH Leuven, FC Metalist 1925 Kharkiv, Cordoba PCF, KMF Ekonomac, Partizan VK, Wild Boars American Football, to name a few.

Blocksport is designed to demonstrate how cutting edge technologies can assist sport clubs generate new revenue streams and help sports fans enjoy a better digital experience with their beloved clubs. Many top-level teams and clubs are embracing blockchain-based solutions to ramp up engagement and monetize their ever-growing fan base. Implementing this innovation is critical to the survival of sports clubs and associations in an increasingly competitive space.

## **About Capital Block**

Capital Block is a premier sports tech agency recognized for transforming fan engagement and revenue generation in the sports industry through blockchain technology. They excel in creating long-term, strategic, and creative solutions, allowing sports brands to cultivate a substantial global fan base. Their approach combines innovation with a deep understanding of the digital and sports landscape.

Their impressive client list includes prominent names like McLaren Racing, Cristiano Ronaldo, Galatasaray, Binance, and Tezos, highlighting their ability to work with elite sports entities and tech giants. Capital Block's strength lies in developing strategies that not only engage fans worldwide but also build lasting loyalty and community through advanced digital experiences.

Distinguished in the field for their blockchain expertise, Capital Block offers unique, forward-thinking solutions that align with the evolving needs of the sports tech world. Their commitment to innovation and creating meaningful fan connections places them at the forefront of the sports tech and blockchain revolution.

## **FOR ALL MEDIA ENQUERIES PLEASE CONTACT**

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