



27th November 2024

VIRGIN BET IS SPONSORING 'A GRAND ISN'T GRAND' CAMPAIGN TO HELP REFUND DESERVING FANS THEIR SEASON TICKET PRICE

- **Virgin Bet is partnering with Sport Social Podcast Network to take a stand against soaring season ticket prices with a campaign giving fans the chance to win back the cost of their ticket.**
- **Eight of the 20 Premier League teams this season raised season tickets above £1,000 – helping fuel the 'A Grand isn't Grand' narrative for fans**
- **UK-based fans can enter the competition by sharing a story about why they or someone they know deserves the £1,000 prize to help refund their season ticket.**

With many Premier League clubs raising season ticket prices to over £1,000 this year, Virgin Bet is taking a stand for football fans by sponsoring the '*A Grand Isn't Grand*' campaign, promoted by Sport Social Podcast Network, awarding eight deserving Premier League season ticket holders with a large cash prize towards their ticket.

Virgin Bet is passionate about rewarding fans, and with Christmas around the corner, this campaign provides a meaningful way to show appreciation for those who make the game great. By supporting fans impacted by raised ticket prices, Virgin Bet is reinforcing its commitment to making football more accessible and driving positive change within the sport.

'A Grand Isn't Grand' is not just about helping to cover costs; it is about recognising the heart and soul of football: the passionate fans who make the game what it is.

Now open to entries, Sport Social Podcast Network is inviting UK fans to nominate themselves or someone they know to win £1,000 cash towards their season ticket. Submissions will be accepted until Friday 22nd December, via their competition page, where entrants can share their stories in writing or upload a voice note explaining why they or their nominee have entered.

Virgin Bet is looking for stories of fans who embody the spirit of the game. Whether it's someone who has created positive change in their local community, supported their club through thick and thin, or simply deserves a bit of Christmas cheer, Virgin Bet wants to hear about it.

Submissions will be reviewed the week commencing 13th January, with winners notified the week commencing the 27th January.

The initiative is part of Virgin Bet's brand purpose, 'A Good Bet', which focuses on ways in which the brand can knock down pre-existing barriers and create positive change within sports and culture.

Dominic Vye, Marketing Director, Virgin Bet, said:

"At Virgin Bet, we believe that '*A Grand Isn't Grand*' when it comes to the cost of being a football fan. We are committed to making sport accessible for all, and with rising season ticket prices, this campaign is our way of supporting fans who help make the sport so special. This campaign is beyond just a refund; this is about celebrating the role fans play in the game and supporting their continued access to the sport they love.

Notes to Editors:

For any questions, please contact press@livescoregroup.com for further information.



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About Virgin Bet:

Launched in May 2019, Virgin Bet™ is one of the UK's fastest growing Sportsbooks and winner of 2021 SBC's "Rising Star" award. With access to a huge range of betting markets across all the top sports, as well as the nation's most popular casino products, Virgin Bet delivers a top-quality experience for its customers and has the perfect line-up to disrupt the sportsbook industry.

Virgin Bet fuses the values and principles of the Virgin master brand with the online gaming expertise of LiveScore Group to deliver a first-class customer experience.

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