



theScore Bet and NFL Announce New Multi-Year Official Partnership in Canada

October 2, 2026

- Partnership opens new opportunities to engage Canadian NFL fans through league marketing rights and IP, media, promotions, hospitality, and marquee NFL experience -

TORONTO, ON (October 2, 2026) – theScore Bet, Canada's Sportsbook, and the National Football League today announced a new multi-year partnership. Under the agreement, theScore Bet will gain access to NFL trademarks and marketing rights, enabling the company to build integrated campaigns and fan experiences around some of the league's biggest moments, including NFL Kickoff, the NFL Draft, the Super Bowl and other key events throughout the season.

The partnership spans PENN Entertainment's Canadian online gaming portfolio, including theScore Bet, theScore Casino and Hollywood Casino, and will leverage theScore's unique combination of sports media, betting and gaming to engage Canadian NFL fans year-round.

Through the partnership, theScore Bet will adhere to the NFL's core game integrity policies and responsible gambling initiatives. As game integrity remains the foundation of the league's approach to legalized sports betting, the collaboration will deliver NFL-related content to fans in a manner consistent with the integrity standards upheld by the league.

"The NFL has an incredibly passionate following in Canada, and this partnership gives us new ways to serve those fans throughout the football season," said Justin Hergianto, Vice President, Marketing, PENN Interactive. "With theScore Bet live in Ontario and Alberta and theScore already a daily destination for millions of Canadian sports fans, we're in a unique position to connect sports media and betting with the NFL experiences fans care about."

"theScore Bet is one of the most recognizable and trusted brands in Canada, with a proven track record of connecting with passionate sports fans," said Gavin Kemp, General Manager, NFL Canada. "This partnership reflects our shared commitment to innovation and delivering exciting new ways for Canadians to engage with the NFL. We look forward to working together to create meaningful experiences for fans in Canada."

Partnership highlights include:

- Official NFL Partner designation in Canada for sportsbook and iCasino.
- Rights to use NFL trademarks and league intellectual property, including NFL, Super Bowl, NFL Kickoff and team marks, in approved marketing and promotional campaigns.
- Access to NFL marketing, advertising, hospitality and fan engagement assets, including marquee NFL events and experiences.
- Media and promotional inventory exchanges across NFL and theScore-owned digital channels.
- Access to NFL Canada digital media, database marketing opportunities, promotional assets and fan-focused experiences.

About theScore Bet

theScore Bet is a cutting-edge online sports betting and iGaming app that features a comprehensive menu of wagering options, a suite of innovative features, fast load times and seamless navigation. Available in Ontario and Alberta, theScore Bet is natively integrated with theScore, a leading sports media app that offers real-time updates and alerts, stats and scores, and personalized content feeds. When paired together, theScore and theScore Bet provide a deeply connected media and betting experience.

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