

CODE OF CONDUCT ON SPONSORSHIP AGREEMENTS WITH GAMBLING COMPANIES

2026

INTRODUCTION

1. VOLUNTARY CODE OF CONDUCT

1.1 As part of its focus on the relationship between sport and gambling sponsorship, the UK Government has worked with the major UK sports governing bodies and sports rights holders to develop a set of principles that sports organisations can voluntarily adopt to self-regulate gambling sponsorship in their sport (referred to throughout this document as “**the Four Key Principles**”). These principles reflect a shared recognition that the relationship between gambling and sport needs to be conducted responsibly to protect the sporting community, including its participants and supporters, from gambling related harm.

1.2. The Four Key Principles are:

i. Reinvestment into sport

The commercial income raised from sports gambling partnerships is reinvested back into sporting infrastructure and programmes that serves fans and communities. This includes investment in staging strong sporting competitions, improving sporting infrastructure such as stadium and training facilities, and providing community and grassroots participation opportunities for local communities.

ii. Maintaining sporting integrity

Ensuring that sponsorship agreements do not compromise the integrity of

sporting competitions nor harm the welfare of those participants who take part in them.

iii. Protecting children and adults at risk

Sponsorship arrangements should be specifically designed to limit their reach and promotion to those under the age of 18 and those at risk of gambling related harm.

iv. Ensuring the promotion of gambling is undertaken in a socially responsible way

All sponsorship agreements must be promoted and delivered in a socially responsible way. This includes ensuring that education and awareness messages are provided as part of all marketing activities.

1.3 Participating sports governing bodies and rights holders agree to adopt these principles in relation to any Sponsorship Agreements they enter into with Gambling Companies. They also commit to overseeing the implementation of the Four Key Principles by relevant participants in their sport. This is achieved by introducing a code of conduct tailored to that sport’s relationship with gambling sponsorship and which relevant participants are expected to comply with.

1.4. This document constitutes the ECB’s code of conduct covering sponsorship agreements with gambling companies in professional cricket in England and Wales (the “Code”).

2. WHO THIS CODE APPLIES TO

2.1. This Code applies to the ECB and all men’s and women’s teams of the Professional County Clubs and all Hundred Teams, together referred to throughout this document as the “Professional Teams”.

3. SUMMARY OF COMMITMENTS

3.1. The ECB and the Professional Teams are required to:

- agree to comply with the requirements set out in this Code;
- declare any Sponsorship Agreements they have entered into, the existence of which will be published on the ECB’s website;
- report on an annual basis confirming their compliance (or otherwise) with this Code, providing relevant examples (where applicable) of how they are implementing certain of the Four Key Principles; and
- investigate and respond to third party enquiries relating to their implementation of this Code, including cooperating with any subsequent review into any issues raised.

3.2. The ECB will report on both their own, and the Professional Teams’ compliance with this Code via an annual compliance statement which will be published on the ECB’s website, along with a copy of this Code and a list of each Sponsorship Arrangement entered into by the ECB and Professional Teams. Any instances of non-compliance may be publicly reported in the ECB’s annual statement (in accordance with paragraph 9 below) and submitted to the UK Government.

3.3. Individuals or organisations that wish to raise an issue with the ECB’s or a Professional Team’s implementation of this Code can do so by following the process described in the relevant section below.



4. DEFINITIONS

4.1. For the purposes of this Code, the following definitions apply:

ECB means the England and Wales Cricket Board, which is the national governing body for the sport of cricket in England and Wales;

Effective Date means 1 April 2026;

Gambling Commission means the Gambling Commission for Great Britain, which is an executive non-departmental public body established by the Gambling Act 2005 and which is responsible for licensing and regulating certain gambling activities;

Gambling Company means any provider of betting, gaming, lottery and/or other gambling products, services or facilities;

Hundred Team means any of the teams playing in The Hundred from time to time;

Professional County Club means any of the clubs and/or companies listed in Schedule A of the ECB's Articles of Association from time to time and/or any county cricket club from time to time playing in the County Championship and/or Tier 1 Competitions and/or Tier 2 Competitions;

Sponsorship Agreement means any agreement by which a Gambling Company agrees to provide payment, funding or other benefits to a Professional Team in return for the grant of certain direct or indirect benefits, such as rights to promote, advertise, market, supply, provide or advertise the Gambling Company's image, brands, product and/or services, or rights to establish and/or promote an association between the Professional Team and the Gambling Company's image, brands, products and/or services;

The Hundred means the ECB's domestic cricket competition in a "100-ball" format; and

Tier 1 Competitions means any women's domestic cricket competitions designated by the ECB as being a "Tier 1" competition, which, as at the Effective Date, includes the T20 Blast Women's Competition and the One Day Cup Women's Competition; and

Tier 2 Competitions means any women's domestic cricket competitions designated by the ECB as being a "Tier 2" competition, which, as at the Effective Date, includes the T20 Blast Women's League 2 and the One Day Cup Women's League 2.

CODE COMMITMENTS

5. COMPLIANCE WITH THIS CODE

5.1. From the Effective Date, the ECB and the Professional Teams agree that they will comply with the requirements contained in this Code.

6. RESTRICTIONS ON GAMBLING SPONSORSHIP AGREEMENTS

6.1. Where the ECB or a Professional Team enters into a Sponsorship Agreement with a Gambling Company, the ECB or the Professional Team must only enter into such an agreement with a Gambling Company that is licensed by the Gambling Commission, or which is captured as part of a 'White Label Partnership'.

6.2. When entering into a Sponsorship Agreement, the ECB and Professional Teams should be aware that Gambling Companies must not directly sponsor individuals who are under the age of 18. Where children take part in a team which is predominantly made up of adults, care must be taken to avoid specifically highlighting or promoting the involvement of those under 18.

6.3. Professional Teams must also comply with the restrictions contained in the ECB's Clothing and Equipment Regulations (as amended and in force from time to time), which as at the Effective Date prohibit "Betting Logos" (as defined in those Regulations) from appearing on cricket bats.

6.4. Further relevant restrictions are detailed in the section titled Protecting children and adults at risk found below.

7. DECLARATION OF SPONSORSHIP AGREEMENTS

7.1. Each Professional Team agrees to disclose to the ECB the existence of any Sponsorship Agreements they have entered into and the details set out in paragraph 7.2 below within 14 days of entering into the Sponsorship Agreement (or within 14 days of the Effective Date in the case of any Sponsorship Agreements entered into prior to the Effective Date).

7.2. Professional Teams must provide the following details to the ECB:

a. the name of the Gambling Company counterparty;

b. the start and end dates of the Sponsorship Agreement; and

c. the amount of any funding payable by the Gambling Company under the Sponsorship Agreement.

7.3. As part of this commitment the Professional Teams agree that the ECB may publish the existence of these Sponsorship Agreements on the ECB's website and the name of the Gambling Company counterparty. The ECB will not publish any financial details of the Sponsorship Agreements.

7.4. The ECB shall publish the existence of any Sponsorship Agreement to which it is a party on the ECB's website along with the name of the Gambling Company counterparty. The ECB will not publish any financial details of the Sponsorship Agreements.

8. IMPLEMENTATION OF THE FOUR KEY PRINCIPLES

8.1. The ECB and Professional Teams that have entered into Sponsorship Agreements agree to implement the Four Key Principles in relation to those agreements. The specific requirements that must be adhered to in order to effectively implement each of the Four Principles are outlined below.

Reinvestment into Sport (Principle 1)

8.2. This Principle is about ensuring that funds received from Gambling Companies are used for the benefit of the sport.

8.3. For each Sponsorship Agreement entered into, the ECB and Professional Team must reinvest the income/funding received under that arrangement into the sport in a way that serves fans and/or local communities. There are a number of ways that income from Sponsorship Agreements can be reinvested into the sport to achieve compliance with this Principle, including but not limited to:

i. Improving cricket infrastructure that the ECB or the Professional Team relies on to deliver its performances, such as cricket grounds and training facilities;

ii. Providing cricket-related activities for local communities, and helping to develop grassroots cricket;

iii. Providing education for professional cricketers on the risks of gambling, and investing in welfare support services for those cricketers that might be struggling with a gambling problem; and

iv. Player salaries and other benefits to players.

8.4. The examples given above are only a guide and there may be other appropriate ways of reinvesting income from Sponsorship Agreements into the sport. This is acceptable provided that there is a demonstrable benefit to fans and/or local communities.

Maintaining Sporting Integrity (Principle 2)

8.5. This Principle is about ensuring that Sponsorship Agreements do not compromise the integrity of sporting competitions, nor harm the welfare of the participants who take part in them.

8.6. Sponsorship Agreements must include a provision explicitly requiring the Gambling Company counterparty to comply with all aspects of the Gambling Commission's License Conditions and Codes of Practice ("LCCP"), in particular those requirements which relate to betting integrity, namely:

i. The Gambling Company should ensure that a condition of accepting bets is that for a bet to be valid, customers placing such bets must not be in breach of any rules on betting or misuse of inside information relevant to a sports governing body, other professional body of which they are a member, or their employers. Where a breach of these rules is identified, the Gambling Company should then take steps to void the bet (and alert the sports governing body); and

ii. Where the Gambling Company offers to accept bets, or facilitate the making or acceptance of bets between others, on the outcome of a sport regulated by a sports governing body included in Part 3 of Schedule 6 of the Gambling Act 2005 (which includes cricket):

a. They should take all reasonable steps to familiarise themselves with the rules applied by that body on betting, in particular betting by registered participants, and

b. In the event of suspected breach of betting rules, must as soon as reasonably practicable provide the sports governing body with relevant and necessary information, from whatever source, that they know or suspect may relate to a breach of betting rules applied by that governing body.

Protecting Children and Adults at Risk (Principle 3)

8.7. This Principle aims to ensure that a responsible approach to gambling sponsorship in sport is taken such that gambling sponsorship and promotions are not targeted at children or others who might be particularly at risk of gambling related harm.

8.8. The ECB and Professional Teams are required to adhere to the following restrictions when entering into Sponsorship Agreements.

- Any sponsorship of individuals, activities, teams or events should be specifically designed to limit their reach and promotion to children and adults at risk.

- No gambling logos or promotional material can appear on any merchandise or products aimed at children.

- No gambling logos or promotional material can appear on children's replica kit and sportswear.

- Adult replica kit to be made available without any gambling logo appearing on the front of a shirt.

- No gambling logos can appear on the family or junior sections of the ECB's or a Professional Team's website.

- Any family areas or enclosures within a Professional Team's cricket ground or at an ECB event must be free of gambling branding or promotions and no specific gambling promotional activity can be targeted at that area.

- If the ECB or Professional Team offers 'family days', these cannot be sponsored or promoted by a Gambling Company.

Ensuring the promotion of gambling is undertaken in a socially responsible way (Principle 4)

8.9. This Principle aims to ensure that gambling promotion in sport occurs in a socially responsible way, through raising awareness and education of the risks of gambling and the services available to help people that might be struggling with a gambling problem.

8.10. The ECB and Professional Teams can evidence compliance with this Principle by:

- Making available to their cricketers and support staff educational materials that explain the risks associated with gambling and raising awareness of how to find support for those that might have a gambling addiction.
- Ensuring that 20% of any central gambling inventory granted is dedicated to safer gambling messaging, which includes social media posts, website advertising, pitchside hoardings and programme advertising.
- Participating in industry-wide national safer gambling campaigns, such as those promoted by the Betting and Gaming Council, Gamble Aware and others (including Safer Gambling Week).

9. ANNUAL REPORTING

9.1. As part of its commitments to the UK Government, the ECB is required to publish an annual statement confirming, amongst other things, the extent of the ECB's and Professional Teams' compliance with Four Key Principles. As well as being published on the ECB's website, this statement will also be submitted to the UK Government so that it can monitor each sports' compliance.

9.2. To facilitate this process, by 31 January each year, the Professional Teams agree to confirm to the ECB:

a. that either (i) they have declared the existence of any Sponsorship Agreements entered into; or (ii) they have not entered into any Sponsorship Agreements;

b. that where they have entered into Sponsorship Agreements they have complied with the requirements set out in this Code, including implementing the Four Key Principles in relation to those agreements;

c. details of any instances where a Professional Team has not adhered to the requirements contained in this Code; and

d. for those Professional Teams that have entered into Sponsorship Agreements, examples of how they have implemented the Four Key Principles, including specifically Principle 1 (Reinvestment into sport) and how they have met the requirement in Principle 4 to ensure that at least 20% of central gambling inventory is dedicated to safer gambling messaging.

9.3. Where a Professional Team has not complied with any aspect of this Code, they must explain to the ECB the reasons for this and what steps they propose to take to ensure compliance going forwards. The Professional Team may be required to attend one or more meetings with the ECB to agree an appropriate action plan to help ensure compliance is achieved for the following year. As explained above, any instances of non-compliance may be reported publicly in the ECB's annual statement.

9.4. The Professional Teams understand and agree that their compliance (or otherwise) with this Code will be reported in the ECB's annual compliance statement, including any examples provided to evidence achievement of the Four Key Principles.

9.5. By 31 January each year, the ECB agrees to report to the ECB Board:

a. that either (i) they have declared the existence of any Sponsorship Agreements entered into; or (ii) they have not entered into any Sponsorship Agreements;

b. that where they have entered into Sponsorship Agreements they have complied with the requirements set out in this Code, including implementing the Four Key Principles in relation to those agreements;

c. details of any instances where the ECB has not adhered to the requirements contained in this Code; and

d. where the ECB has entered into Sponsorship Agreements, examples of how they have implemented the Four Key Principles, including specifically Principle 1 (Reinvestment into sport) and how they have met the requirement in Principle 4 to ensure that at least 20% of central gambling inventory is dedicated to safer gambling messaging.

9.6. Where the ECB has not complied with any aspect of this Code, the relevant members of the executive team responsible for the relevant

Sponsorship Agreement and/or with any involvement in the circumstances leading to non-compliance shall be required to explain to the ECB Board (or a sub-group of the ECB with delegated authority to handle such matters) the reasons for non-compliance and what steps they propose to take to ensure compliance going forwards. The relevant individuals at the ECB may be required to attend one or more meetings with the ECB Board (or a sub-group of the ECB with delegated authority to handle such matters) to agree an appropriate action plan to help ensure compliance is achieved for the following year. As explained above, any instances of non-compliance may be reported publicly in the ECB's annual statement.

10. THIRD PARTY ENQUIRIES

10.1. Should any individual or organisation wish to raise an issue regarding the implementation of this Code by the ECB or a Professional Team, they should contact the ECB (at Feedback@ecb.co.uk) or the relevant Professional Team setting out the detail of their query and asking for a response, which should be provided within a reasonable timeframe by the ECB or the Professional Team and subject to the below by no later than 12 weeks following receipt of the original enquiry. In exceptional circumstances the ECB or a Professional Team may need longer than 12 weeks to resolve a query, in which case they should communicate this clearly to the relevant individual or organisation with an explanation of why the extra time to respond is needed.

10.2. Where an individual or organisation that has raised a query in relation to the ECB's implementation of the Code, the issue shall be referred to and considered by a member of the executive team at the ECB who had no involvement in the Sponsorship Agreement or any element of alleged non-compliance with this Code to investigate and respond to the individual or organisation, as applicable.

10.3. If an individual or organisation that has raised a query with a Professional Team is not satisfied with the response received, or where they have not received a response within the timescales set out above, they can ask the ECB to look into the matter by contacting Feedback@ecb.co.uk. They should set out the nature of the issue they raised with the Professional Team, the date on which it was raised, the response received (or otherwise) and why it is not satisfactory to them, and how they would like the ECB to resolve the matter. The ECB may, in its sole discretion, choose to review the matter in which case it will then provide a substantive response to the relevant individual or organisation.

10.4. If an individual or organisation that has raised a query in relation to the ECB's implementation of the Code is not satisfied with the response received, or where they have not received a response within the timescales set out above, they can ask the ECB to look into the matter further again by contacting Feedback@ecb.co.uk. The matter shall be referred to an independent non-executive director of the Board. The

relevant individual at the ECB may, in its sole discretion, choose to review the matter in which case it will then provide a substantive response to the relevant individual or organisation.

10.5. If an individual or organisation that has raised a query in relation to the ECB's implementation of the Code remains unsatisfied following the further review under 10.4, the individual or organisation, as applicable, should refer the matter to the Department for Culture, Media and Sport Department for Culture, Media and Sport at enquiries@dcms.gov.uk.

10.6. The ECB and Professional Teams agree to cooperate fully with any review into enquiries received regarding compliance with this Code, including attending such meetings and providing such information as the ECB requests.

11. FURTHER GUIDANCE

11.1. Any Professional Team that would like any further advice or guidance on how to implement the requirements of this Code should contact the ECB.

