



The French Football Federation Names Betclic Title Partner of Ligue 3

A three-season partnership to support the development of France's new professional championship



Paris, July 30, 2026 – The French Football Federation (FFF) and Betclic are expanding their partnership today, with Betclic becoming the title partner of Ligue 3 for the next three seasons. Already partners since 2021, the FFF and Betclic are taking their collaboration to the next level to support the development of this new championship and increase its visibility among football fans.

Ligue 3 Betclic: Innovation Driving Football Forward

The launch of **Ligue 3 Betclic** marks a new chapter for French football. It strengthens a vital level of the football pyramid, where tomorrow's talents emerge, historic clubs continue to grow, and local communities become meeting places for clubs, supporters, and generations of football enthusiasts.

With the creation of this new competition, the French Football Federation has a clear ambition: to sustainably support the organization and development of Ligue 3 Betclic clubs.

By becoming the title partner of Ligue 3 Betclic, Betclic is joining this ambition and naturally extending its commitment alongside the French Football Federation. Already a partner of the French men's and women's national teams, the Coupe de France Crédit Agricole, the Coupe de France Féminine, and the Arkema Première Ligue, Betclic now supports all of the FFF's major competitions.

This new milestone reflects a shared commitment to the long-term development of French football and to creating greater value for competitions, clubs, supporters, and local communities.



Betclic will also support the FFF's ambition to make Ligue 3 Betclic a true innovation laboratory for French football—already demonstrated by the introduction of the **Football Video Support** system, a first in France.

Raising the Profile of Ligue 3 Betclic

The partnership is built on a simple belief: a competition grows when it is better known, more widely followed, and more effectively told. Through its community, Betclic aims to accelerate this momentum by fully supporting Ligue 3 Betclic, giving it the visibility it deserves and helping tell its story.

To achieve this, the Group will also support Ligue 3 Betclic through a dedicated communications strategy, with the ambition of showcasing the championship from a fresh perspective: through its clubs, its players, and the communities where football brings together supporters, volunteers, coaches, and local authorities every week. These stories define the identity of the competition, and Betclic—an operator committed to responsible gaming and the fight against cyberbullying—will help bring them to a wider audience.

Philippe Diallo, President of the French Football Federation

"The creation of Ligue 3 marks a major step forward in the organization and development of French football, responding to a long-standing expectation from clubs. We are particularly pleased to welcome Betclic as the title partner of this new championship. Already fully committed alongside the FFF through our flagship competitions, Betclic is further strengthening its support for French football and will help establish Ligue 3 Betclic as an attractive, economically sustainable, and forward-looking competition, thanks to its new competition format, innovative sporting and financial regulations, and the integration of new technologies to support refereeing."

Julien Brun, CEO of Betclic Group

"Ligue 3 is a championship where innovation meets the passion of local communities. That unique combination inspired us to take our partnership with the French Football Federation even further. As title partner, we want to put Betclic's technology and capabilities at the service of clubs, supporters, and local communities, enabling even more football fans to discover Ligue 3 Betclic and experience the emotions that make this competition so special."

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About the French Football Federation (FFF)

The French Football Federation (FFF) organizes, governs, regulates, and promotes amateur and elite football in France, including its financing and the education and training of players and coaches across the country. The FFF brings together football clubs whose mission is to teach and promote the practice of the game. Established as a non-profit association under the French 1901 law and recognized as serving the public interest, the Federation is distinguished by its educational, civic, and social commitments. Its headquarters are located at 87 Boulevard de Grenelle, Paris 15th arrondissement.

About Betclic Group

Betclic Group is a leading European GameTech company, part of Banijay Gaming, and the market leader in its core markets—France, Portugal, Poland, and Côte d'Ivoire. The Group offers a comprehensive range of sports betting, horse racing betting, online poker, and online casino products to millions of players.

Having enjoyed continuous growth for more than a decade (€1.59 billion in revenue in 2025), Betclic develops its mobile applications entirely in-house from its headquarters in Bordeaux. This enables the company to deliver innovative, seamless, and responsible gaming experiences, placing entertainment, player protection, and integrity at the heart of its business model.

Serving 5.5 million players, Betclic Group employs more than 1,600 people worldwide and is recognized internationally for its technological expertise. Working alongside clubs, leagues, and sports federations in every country where it operates, Betclic actively contributes to the economic development of sport while promoting a safe, regulated, and responsible gaming environment.

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