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[Victor Chandler Announce Nottingham Forest Sponsorship](#)

Online bookmaker and gaming company Victor Chandler has announced it is to become the official sponsor of Coca-Cola Championship football club Nottingham Forest for the season 09/10 for an initial one-year term for a significant six-figure sum.

Victor Chandler has secured a wide range of Nottingham Forest rights. The historic Victor Chandler brand will appear on Forest's new home and away kits, as well as adult replica kits. The famous Victor Chandler script logo will have a major presence in The City Ground, and will become the In-Stadia betting partner. In addition Victor Chandler has plans for promotions and benefits for adult season ticket holders and fans purchasing the new home and away shirts.

Victor Chandler make Nottingham Forest a best price 40/1 to win the Championship this season, and 10/1 to be promoted to the Premier League by any means. They are 11/10 to finish above local rivals Derby County and Billy Davies is 16/1 to be the Championship Manager of the Month for August.

In addition to the sponsorship deal Victor Chandler also announce the appointment of Viv Anderson MBE as the company's Football Ambassador. Anderson made 328 appearances for Nottingham Forest between 1974 and 1984 and was part of their dual European Cup winning team. Anderson commented "I am delighted to be working with Victor and his team. I obviously have a great affinity with Nottingham Forest and look forward to being involved with the club once more. Both Nottingham Forest and Victor Chandler are steeped in history and both of them definitely belong in the Premier League."

Chairman Victor Chandler commented "I am delighted with the agreement to sponsor Nottingham Forest and to welcome Viv Anderson to the company. This deal means the Victor Chandler profile will be raised significantly in the UK, and comes at a great time with the imminent launch of my new website. I am also excited about the worldwide media opportunities the Championship now offers, particularly in the Far East. My only concern is offering the 40/1 top price about them winning the Championship this season!"

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About Victor Chandler

Formed in 1946, Victor Chandler is one of the world's leading independent betting and gaming organisations. The company is licensed and regulated by the Government of Gibraltar and also has its Head Office in the self-governing British Overseas Territory. With further offices in the UK, Ireland and the Far East the group offers a wide range of gaming products tailored to each individual market. The company employs over 300 people worldwide and has customers in over 160 countries making it a truly global operation.

The Victor Chandler brand is synonymous with the values of honesty, integrity and a pioneering spirit. These values have been built up over seven decades from a small family business to one of the most successful independent gaming groups in the world offering sports betting, online casino, poker and virtual games.

Sports betting is the core product and where the company's foundations were set in 1946. Customers can place bets via the phone, online or mobile phone on a wide range of sports across the globe. Football is the largest growth market and now accounts for 47% of total sports turnover, with an ever-increasing share of this market coming from in-running betting.

Online Casino is the company's fastest growing and successful gaming product. Victor Chandler launched one of the first online casinos in 2000 and the product has developed into one of the best casino offerings available on the internet. The casino is supported by a fantastic range of virtual games and online poker. Further information on all products can be found at www.victorchandler.com

About Nottingham Forest

Few clubs can boast a pedigree and history as rich as Nottingham Forest.

Founded in 1865, the club has scooped all of football's top honours – both on domestically and on the continent.

They have won the Football League Championship, the FA Cup (twice), League Cup (four times) and were founder members of the Premier League.

The most successful period in their history came in the late 1970s and early '80s when, under the management of the legendary Brian Clough, they conquered European football.

Clough's men lifted the European Cup in 1979 – a feat they repeated 12 months later.

Forest are currently a Championship team but with an ambitious manager in Billy Davies they are gunning for a return to the top flight of English football.