

Sporting Pay Announces Record Breaking New Partnerships

Thursday 18 March, 2021

Sporting venues and events have been really hard hit by the Coronavirus pandemic, so a recent sporting good news story really does stand out from the crowd.

The Director of [Sporting Pay](#), the UK's only complete merchant services provider specialising in providing cashless payment solutions direct to the sporting industry, has just secured their record breaking 84th and 85th service partners in quick succession.

[Chris Norminton](#), who founded Sporting Pay in September 2018, takes up the story. 'Despite the current difficult circumstances, both as a country in general and sports as an industry specifically, we find ourselves in here at Sporting Pay we've been working overtime to secure new partners and get us all back into sporting events as quickly and as smoothly as possible.'

Sporting Pay specialises in merchant service and card payment systems for both the main sales points at sporting venues and the entire back office, meaning clubs and venues can go completely cashless in confidence, a hugely important factor in us all returning to normal following this Covid crisis.

Chris added 'Within the last month, we've been able to announce massive sponsorship deals and new partnerships with Hull Kingston Rovers and [Hamilton Academicals](#), meaning we're on course to actually have our best year as a company since we first started.'

Sporting Pay's partnership with [Hull Kingston Rovers](#) sees the firm becoming the Rugby League premiership side's official home shirt sponsor for the remainder of 2021, while also helping to move all aspects of the business at their impressive stadium to a covid-safe cashless environment.

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