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# Chelsea FC Welcomes Fever As New Principal Partner



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**PRINCIPAL PARTNER OF  
CHELSEA FOOTBALL CLUB**

**London, 18 August, 2024**

As our 2024/25 Premier League season gets underway today with Manchester City visiting Stamford Bridge, we're delighted to welcome Fever to the club as Principal Partner.

Fans will see the Fever logo on the first-team kits worn today, it will also feature on the Chelsea Women and Academy players' kits for their forthcoming seasons.

Full details of the partnership and the enhanced Chelsea fan experience will be unveiled at a press event in September at Stamford Bridge, the home of Chelsea FC, where additional surprises and experiences for fans will also be announced.

Inspiring more than 200 million people every month, Fever has become the world's leading technology platform for entertainment discovery. Fever has partnered with some of the leading brands and creators worldwide to power over 150,000 experiences and venues across all major live entertainment categories in 36 countries, including music, theatre, sports, cultural institutions, and blockbuster immersive experiences.

Chelsea fans can sign up at [feverup.com](https://feverup.com) starting today to be the first to know about the upcoming partnership and benefits.

Chelsea Football Club's Chief Revenue Officer Casper Stylsvig said of the partnership: "We are delighted to welcome Fever to the club as Principal Partner. As a company they have been hugely innovative in the live entertainment industry, helping their users to access events and experiences in a new way. Their service level is first-class, and we know they will help people discover not only Chelsea but also London as a city as well, in a unique and immersive way."

Fever's SVP of Global Business Development, Mariano Otero, said: "Fever is thrilled to partner with Chelsea FC as we further our mission to elevate the fan experience for the world's leading brands through innovative technology. This partnership will equip one of the world's top football clubs with cutting-edge technology, creating even more exciting and creative ways for fans to engage with their team."



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### **About Chelsea Football Club:**

Chelsea Football Club is one of the top football clubs globally and its men's team were the FIFA Club World Cup winners for 2021, with the final when the side beat Brazilian side Palmeiras in Abu Dhabi held in 2022 due to the pandemic. That success followed winning the UEFA Champions League for a second time in 2021 with victory over Manchester City in Porto.

Founded in 1905, Chelsea is London's most central football club, based at the iconic 40,000-capacity Stamford Bridge stadium. Nicknamed 'The Blues', the club lifted the Champions League for the first time in 2012 and has also won the Premier League five times, the FA Cup eight times, the Football League Cup five times, the UEFA Europa League twice, the UEFA Cup Winners' Cup twice, the UEFA Super Cup twice and the Football League Championship once, in 1955.

The 2021 Champions League and Super Cup triumphs ensured Chelsea became the first club to win four major UEFA club competitions twice, following its earlier successes in those two competitions as well as the Europa League and Cup Winners' Cup.

The Chelsea Women's team have enjoyed a huge amount of success and in 2024 won the FA Women's Super League for a fifth consecutive year and the seventh time overall. The Women's FA Cup has been won on five occasions. The side has also captured the FA

Women's League Cup twice as well as reaching the UEFA Women's Champions League final in 2021.

In addition to possessing some of the world's most recognisable players, Chelsea has also invested in its future with a state-of-the-art Academy and training centre in Cobham, Surrey. Since the Academy building's opening in 2008, the club has won seven FA Youth Cups, back-to-back UEFA Youth League titles in 2015 and 2016, and the U23 and U18 Premier League national championships most recently in 2019/20 and 2017/18 respectively.

The Chelsea Foundation boasts one of the most extensive community initiatives in sport, helping to improve the lives of children and young people all over the world.

## About Fever

Fever is the leading global live entertainment discovery platform, inspiring over 200 million people every month to discover the best experiences in more than 35 countries.

With a mission to democratise access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events, from immersive exhibitions, sports, interactive theatrical experiences to concerts and festivals, while empowering leading brands and creators with data and technology to develop and expand new experiences across the world.

## Contact details

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