

Chicago Bulls have a Polish sponsor. It's one of the Polish Football Association's partners

On a Monday Chicago Bulls have announced that throughout the next 7 years they will be sponsored by one of the Polish online currency exchange companies. This is the first ever financial partner of the Bulls which isn't registered in the United States.

This of course works in two ways. Thanks to the agreement, Cinkciarz.pl became the first Polish company to sponsor an NBA team.

The agreement is connected to the opening the first branch of the company in North America. A month ago it was announced, that it will be placed in Chicago.

"The Bulls are a popculture icon"

” *The Bulls are the popculture icon, a symbol of success and the spirit of sport rivalry*

- said Marcin Pioro, the company's CEO, which is a partner to the Polish Football Association for several years.

Talking about success, there's no doubt he meant the 90s, when the team won six championship titles. Since 1998, when it happened for the last time, the Bulls entered the conference finals only once. They lost in the first play-off round six times and seven times they didn't even get to the play-off stage.