

Chicago Bulls ink first-ever sponsorship with a European company

The Bulls have signed their first-ever sponsorship deal with a European company, Cinkciarz, a Poland-based online currency exchange that is said to be one of the fastest-growing companies in Europe.

Cinkciarz is a member of SWIFT, a member-owned cooperative that includes some of the world's largest banks and financial institutions.

Maybe you weren't expecting a Bulls sponsorship with a Polish currency exchange. But in the grand scheme of things it makes sense when you consider that Chicago is home to the largest Polish community outside of Poland.

And Marcin Pioro, CEO of Cinkciarz, sees similarities between his company and the Bulls:

” The team is a pop culture icon, a symbol of success and reflects the spirit of sports competition. We share common values. These are persistence, diligence and engagement.

Details of the long-term marketing deal were not announced, but Cinkciarz will become the presenting partner of the three Bulls game-related video features posted on team social media channels — BullsTV Game Preview, BullsTV Recap and Inside the Locker Room.

The Bulls' website ranks among the top three in the National Basketball Association with more than 3 million visits per month, and the team has more than 21 million social media followers.

Cinkciarz also will receive other marketing assets from the Bulls, including courtside signage, a pre-game videoboard feature and LED ring signage, game program advertising and hospitality.

The Bulls and Cinkciarz will conduct basketball programming aimed at children in Chicago's Polish community.