

The Polish company enters NBA!

Cinkciarz.pl – one of the main sponsors of the Polish National Football team, as well as the basketball champions of Poland: Stelmet Falubaz, enters NBA. The company signed a contract with the Chicago Bulls.

This may sound like a joke, but it isn't one. The Polish company signed a 7-year contract with the six-time NBA champions. Thanks to it, the name of the online currency exchange company will appear on the LED banners and the electronic bands around the court at the United Center. Also in the TV magazines about the team and various internet materials.

Cinkciarz.pl is not the first Polish company which logo appeared during an NBA game – several years ago in New York one of the alcohol producers was advertising its brand. The same one to join forces with Bruce Willis. However, the online currency exchange company is the first one to act on such a large scale. The news about the company becoming the first foreign sponsor of the Bulls got to the American media. The presentation of the contract was also quite an event, in which two former presidents took part – Lech Walesa and Bronislaw Komorowski. For the company and the team a photo in which the legendary Solidarity movement shake hands with the Bulls' mascot has to be priceless.

” *Even though two decades passed since the Michael Jordan's success, the Bulls brand remains recognizable all over the world. We're the world's second most popular NBA team in the world after Los Angeles Lakers. I think that Cinkciarz noticed that as it sat down to negotiations with us*

- said the Bulls' Chief Executive Officer, Michael Reinsdorf.

The city is one of the largest gatherings of the Polish Americans in the world. It's no wonder why the Polish company chose it for the base for its first American office in the United States. With its online currency exchange services it will enter the market under the new brand: Conotoxia.

” *We go beyond the sector of the Polish speaking customers. We want the services of the company to be used by Americans, Englishmen, Norwegians*

- said Kamil Sahaj, Cinkciarz.pl's Chief Marketing Officer.