

## FanDuel To Sponsor Gaming Society's Weekly NFL Newsletter

FanDuel - Flutter Entertainment plc's market leading US business - has partnered with [Gaming Society](#), the new platform reimagining sports betting and gaming, marking Gaming Society's first official sportsbook partnership. As part of the agreement, FanDuel will sponsor Gaming Society's NFL-focused newsletter, which is distributed every Thursday and examines trending topics on-and-off the field through the lens of sports betting and gamification.

Gaming Society's newsletters focus on introducing new fans to sports betting through an emphasis on storytelling and betting education, underscoring the company's commitment to making betting more inclusive, accessible and easy to understand for all fans. The NFL-focused newsletter, sponsored by FanDuel, will include regular betting tips and explainers in a weekly segment titled "The Betting Academy," the company's educational vertical.

For both Gaming Society and FanDuel Sportsbook, led by CEOs Jaymee Messler and Amy Howe, responsibly onboarding more women to the betting category is a priority, and the partnership serves as another initiative to help achieve this. Gaming Society's newsletter is also women-led, with an editorial approach crafted to underscore approachability in the rapidly growing betting category.

"At Gaming Society, we are continuing to expand content and engagement features for sports fans, and we are thrilled to partner with FanDuel with a shared goal of making sports betting more inclusive and welcoming to all sports fans, and women fans in particular," says Jaymee Messler, co-founder of Gaming Society. "Through our partnership, we will be able to reach and responsibly onboard new waves of fans to the betting industry."

"FanDuel has driven great awareness among female sports fans – leading into this season, we found that nearly two-thirds of female NFL fans in live sportsbook states were aware of FanDuel," said Amy Howe. "We are excited to be the first sports betting operator to partner with Gaming Society. FanDuel knows that women are sports fans, and we want to tap into already established communities that are seeking out sports betting content in environments that speak directly to them."

The newsletter also highlights Bet Club, Gaming Society's new free-to-play NFL betting game where fans can put their knowledge from newsletter stories to the test while competing for prizes in an easily digestible betting format.

Fans can sign up for the newsletter at [thegamingsociety.com](https://thegamingsociety.com)

For further information, please contact [communications@flutter.com](mailto:communications@flutter.com)

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