



GAMBLING CODE OF CONDUCT FOR SPORTS SPONSORSHIP

ANNUAL REPORT, AUGUST 2026



The Rugby Football League Gambling Code of Conduct for Sports Sponsorship (“Code”) was published in July 2024 having been ratified by the RFL Board.

The Code was then circulated to key stakeholders in the sport and posted on the RFL website at the following link:

<https://www.rugby-league.com/article/63024/rfl-publishes-gambling-code-ofconduct>

The full Code can be read here:

<https://www.rugby-league.com/uploads/docs/GamblingSponsorshipPolicyV2.pdf>

The RFL Board’s Non-Executive Director, Emma Rosewarne, is the Board member with responsibility for welfare and safety and is the person responsible for handling any complaints in relation to this Policy.

Should any person wish to lodge a complaint about compliance they should email the RFL on compliance@rfl.co.uk

No complaints regarding the application of the Code were received by the RFL in the reporting period July 2025 to July 2026.

The only new gambling partnership entered in to within the sport of rugby league during the reporting period was one between the Tote and Wigan Warriors.

A three-year sponsorship deal was announced in December 2025 which sees the Tote become a principal partner. The deal includes the Tote having their logo on the front of both Wigan’s home and away shirt until the end of 2028.

Culture Secretary Lisa Nandy, Wigan’s MP, welcomed the partnership “Wigan Warriors and the Tote are two of our town’s most well-known institutions that make crucial contributions to the local economy – providing jobs, opportunities and tapping into the renowned passion for sport we have in Wigan.

“This partnership will help build stronger links between the two and I look forward to seeing how they can work together to have a positive impact in the local community.”

The only other major gambling partnership in the sport remains the Rugby Football League (via its 50% owned subsidiary – RL Commercial Ltd) and Betfred.

The following part of this annual report covers the implementation of the code as it applies to sporting reinvestment, maintaining sporting integrity, protecting children and vulnerable people and ensuring the promotion of gambling is undertaken in a socially responsible way.

SPORTING REINVESTMENT

The RFL partnership with Betfred has brought much-needed investment into rugby league contributing to programmes to increase participation in grassroots rugby league across key audiences including children, women and girls, people with a disability and via enhancing and increasing social inclusion.

One of the specific projects is the Physical Disability Rugby League (PDRL). This is a full contact version of the game adapted for participants with a physical disability who want to access a running version of Rugby League - for more details see here: <https://www.rugby-league.com/get-involved/play/physical-disability-rl>

Participants were able to attend a season launch media day at Hull FC's MKM Stadium (see image below) and a series of games were held throughout the campaign, offering players the chance to represent their club with the likes of Bradford Bulls, Hull KR, Hull FC, Castleford Tigers and Leeds Rhinos all running PDRL teams.



Offering a welcoming and enjoyable environment, it opens a myriad of opportunities for participants to experience what it's like representing their club, and games were held at various major events allowing them to savour big-match atmospheres. For example, Bradford Bulls and Castleford Tigers PDRL sides played at half-time of the Betfred Challenge Cup semi-final between Warrington Wolves and Hull KR (see images below).





Another rewarding project is the Learning Disability Rugby League (LDRL), a variant of the game developed to ensure people with a learning disability can also access and enjoy playing the game of Rugby League. This accessible offer is open to any individuals who have a learning disability or an associated condition. For more details, see here - <https://www.rugby-league.com/get-involved/play/ldrl>

Like PDRL, the emphasis in LDRL is on enjoyment; it is generally non-competitive and completely inclusive. The activities are delivered with a view to developing the participants' skills and confidence while providing new challenges and opportunities.

This format was born out of PDRL in 2018. It was created to meet the diverse requirements of Rugby League players with disabilities, ensuring no individual is excluded from accessing Rugby League and to provide a team-sport experience to those who previously would not have had such an opportunity.

The LDRL game has progressed greatly and now has a headline offer that offers memorable opportunities for its participants. For example, LDRL players were able to feature at Magic Weekend at Everton FC's world-class Hill Dickinson Stadium alongside the full Super League programme.

Images here illustrate the point and also show LDRL players in action at the aforementioned Challenge Cup semi-final event at Doncaster.





The investment received from Betfred also allows the sport to stage the Women's Challenge Cup Final at Wembley alongside the Men's equivalent with BBC coverage.

Betfred pay for all of the sport's presentation costs (staging and pyrotechnics) for the Women's and Wheelchair Finals.

Furthermore, Betfred's support has opened up the ability to host unique events such as the Women's Super League season launch at Manchester Home Cinema which included a Women in Sport panel consisting of the likes of Saskia Marriott, Izzy Rowe, Claire Rowland and Jenna Brooks.



In 2026, Betfred once again supported the MND Association at Super League's Magic Weekend in Liverpool, by pledging money for every try celebration, totalling £15,000.

In Wigan's case, the partnership with the Tote enabled the club to reinvest into both its performance pathway and wider community activity. This includes ongoing support for their academy and youth development systems, as well as a range of programmes delivered through its foundation covering health and wellbeing, mental health initiatives, school engagement and increasing participation in the sport. Tote's investment also helps Wigan continue its support of grassroots rugby league.

MAINTAINING SPORTING INTEGRITY

The RFL has shared this Code of Conduct with Betfred and additionally confirmed with Betfred that it complies with all Gambling Commission licensing requirements including reasonable requests for relevant information that relates to a breach of the sports rules.

Education on Gambling issues is delivered by way of online education modules, both direct from the Rugby Football League and through Rugby League Cares, the sport's independent charity.

Their players portal includes a number of links and articles related to the potential dangers of gambling, as well as the sport's policies in this area.

PROTECTING CHILDREN AND OTHER VULNERABLE PEOPLE

Wigan have confirmed that their Tote partnership isn't marketed to children or vulnerable people in any way.

On playing kits, the Tote branding is carried on the front of shirts for their first-team and reserves. However, for any players under the age of 18, the front-of-shirt space does not carry Tote branding and is instead dedicated to the Derian House charity branding as illustrated here when 17 year-old George Marsden made his Super League debut in May (and alongside Jack Farrimond - who is over 18 - with standard shirt).





All Tote-related content and imagery is delivered with a clear focus on responsible and appropriate representation, with featured talent selected to ensure all individuals are over the age of 25.

The adult Wigan replica shirt is available to purchase without the Tote branding on request. In these instances, the Derian House logo patch can be applied instead.

The RFL is fully committed to protecting children and other vulnerable people as set out in the code.

The partnership with Betfred is implemented in a way that ensures that no activity is designed for, or aimed at, children or vulnerable people.

This includes no logos or promotional materials appearing on children's replica kit or sportswear. No promotion takes place in family/junior sections of the RFL website and there's no sponsorship of family days.

Furthermore, the RFL has worked with kit manufacturers Oxen to ensure when England's playing kit for this autumn's 2026 World Cup is launched in the summer, adult replica shirts will be made available without the front of shirt Betfred logo for those who desire it in that style.

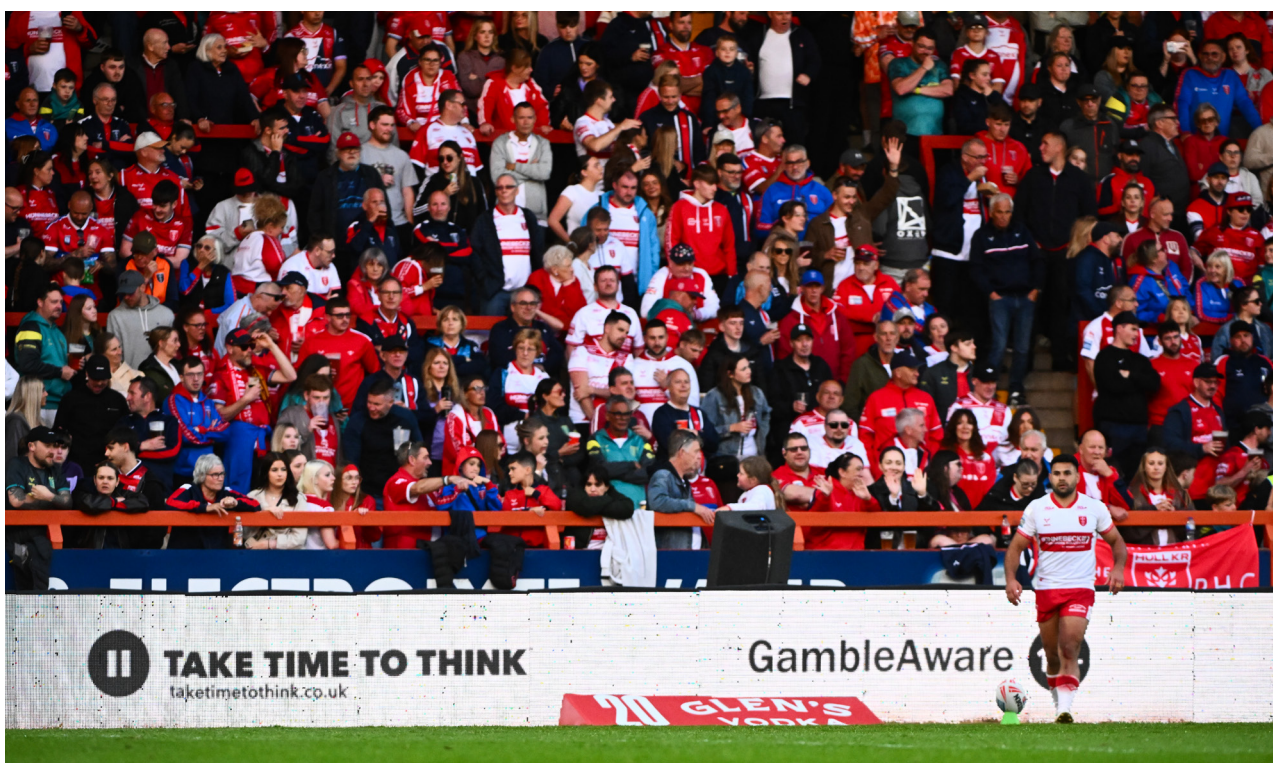
ENSURING THE PROMOTION OF GAMBLING IS UNDERTAKEN IN A SOCIALLY RESPONSIBLE WAY

Rugby League Cares provide a number of resources to underline the potential issues around gambling, and to signpost support, on their players portal - in addition to supporting the RFL's work in this area and providing bespoke support as and when necessary.

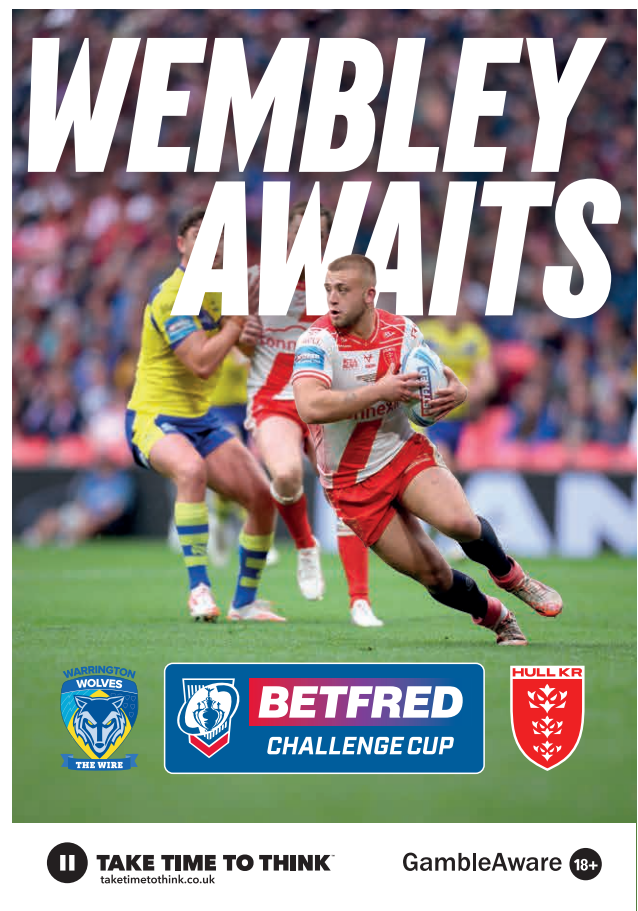
At all Rugby League matches that feature Betfred LED adverts we give 20% LED to the Take Time to Think safer gambling.



For Super league matches Betfred get 10 minutes LED so we give Take Time to Think 2 minutes.



Betfred have never asked us to promote online sign-ups and, although most Super League clubs no longer produce match day programmes, we put a Take Time to Think advert in central productions such as these two in the Challenge Cup semi-final programme.



This is an example of Safer Gambling Message sponsorship where cost and resource have been allocated to create, produce, and broadcast adverts on safer gambling practice.

In Wigan's case, Tote have supported responsible gambling messaging across a number of areas, including use of digital marketing channels and campaign activity, incorporating safer gambling messaging into relevant communications and content.

This involves consistent inclusion of 18+ and BeGambleAware messaging across digital and campaign activity, use of matchday / social / partnership inventory where appropriate to re-inforce safer gambling messaging (see attached ad example) and all activations and comps clearly positioned as 18+.

Wigan have also had conversations with EPIC Global Solutions alongside Tote around workshops/education for staff and younger players.