

# ECIJA WITH ATLÉTICO DE MADRID IN THE PARTNERSHIP WITH AMBER GROUP

*Posted on 13/07/2022*



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Amber Group will be the Official Global and Main Partner of Atlético de Madrid, as part of the company's landmark five-year partnership. Starting from the 2022/2023 season, Amber Group will also be the exclusive official digital wealth and digital lifestyle partner of Atlético de Madrid, aligning the company's mission to responsibly democratize digital finance innovation with the universal reach of football.

This season, WhaleFin - Amber Group's flagship digital asset platform that offers cutting-edge, institutional-grade investing tools to all - will appear on the front of the team's game kits.

WhaleFin will serve as the preferred digital asset gateway for Atlético de Madrid's fans and will redefine the football fan experience in the metaverse. Amber Group will have exclusive rights to establish "Atletiverse", a virtual island supported by Openverse, the company's Web 3.0 enablement platform for creators, brands and businesses. Fans can expect one-of-a-kind fan experiences for the club's fan community. Fans will be able to engage with like-minded fans from all over the world in the metaverse, and discover the utility of digital assets in both the virtual and real world.

Additionally, Atlético de Madrid Foundation will work closely with the Amber Group to implement sustainability-focused initiatives and corporate social responsibility (CSR) projects. This is in line with WhaleFin's founding ethos as a platform where everyone can invest in a sustainable future together. Together with Amber Group, WhaleFin will partner the Atlético de Madrid Foundation to support public education campaigns around sustainability and conservation, and fund key initiatives and research projects in the region.

Ecija advised Atlético de Madrid with the partner **Cristina Villasante** and **Alfonso Juliani**.