# Red Bull acquires minority stake in Leeds United, set to sponsor next season



Leeds United will be sponsored by Red Bull next season following the energy drink company’s acquisition of a minority stake in the club. Red Bull, which owns several other sports entities, including a leading Formula One team and various football clubs, struck a deal with current majority owners 49ers Enterprises. The 49ers Enterprises, led by figures such as Paraag Marathe and backed by investors including actor Will Ferrell, took full control of Leeds United last summer.

Despite the arrangement, Red Bull will not have a seat on Leeds’ board, nor will there be changes to the club’s name, shirt color, or stadium name. Daniel Farke’s team recently missed out on a return to the Premier League, losing 1-0 to Southampton in the Championship playoff final. The financial details of Red Bull's investment have not been disclosed, but it aims to support Leeds United in managing its £190 million in transfer-related debts and ambitions to return to the Premier League.