



Edwin van der Sar
Official SBOBET Ambassador Asia

Partnership Overview

ISG partnered legendary goalkeeper Edwin Van Der Sar to act as the Official Brand Ambassador for SBOBET in Asia.

ISG produced promotional content for SBOBET, headlined by 'Goalkeepers Win Games' as well as social content, festive messages, a BTS and still photography.



Social Media Posts

(Click image for post link)

Edwin Van Der Sar has posted content such as the “Goalkeepers Win Games” Hero Piece on to his Instagram & X pages reaching his 2.9m followers.



Goalkeepers Win Games

(Click Image for Video Link)



Social Content

(Click Images for Video Link)

Finish the Sentence



Everyday Saves



Interview



World Cup 11



Festive Messages

(Click Images for Video Link)

Christmas



Lunar New Year



New Year



Songkran



Quick M

(Click Image for Video Link)

Quick M is an SBOBET platform that gives 'third party agents' everything they need in one place. No more jumping between back offices, chat apps, or SEO microsites. One platform to manage players, payments, and promotions — fast, seamless, and fully in your control.



QuickM

(Click Image for Video Link)

Behind the Scenes

Partnership in Action



SBOBET

“

THEY SAY GOALS WIN GAMES, BUT REALLY, IT'S
GOALKEEPERS. WE KNOW WHERE YOU WILL GO
BEFORE YOU DO. WE GOT INSTINCTS YOU CAN'T TEACH,
AND DATA AT OUR FINGERTIPS.

SO WHEN A GOALKEEPER BACKS SOMETHING, YOU
KNOW IT'S SECURE.

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WIN WITH EDWIN



SBOBET

WORLD CUP 2026
SCORE PREDICTION

Call it right, match by match.
Show what you've got.

WIN UP TO
RM 3,000



**SAFE HANDS.
TRUSTED
WINS.**

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