



NEWS RELEASE

DraftKings Named Exclusive Sportsbook and Online Casino Integration Sponsor of NHL on Prime's Wednesday Night Hockey for the 2026-27 Season

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Exclusive sponsorship expands DraftKings' presence in Canada throughout the NHL season

TORONTO--(BUSINESS WIRE)-- DraftKings Inc. (Nasdaq: DKNG) today announced an agreement with Prime Video that will make DraftKings the exclusive Sportsbook and Online Casino Integration sponsor of NHL on Prime. This includes integrations on Wednesday Night Hockey throughout the 2026-27 NHL season, plus select Stanley Cup playoff coverage on Prime Video.

"Canada remains an important part of DraftKings' continued growth, and this exclusive deal with Prime Video creates an exciting new way to connect with hockey fans throughout the season," said Stephanie Sherman, Chief Marketing Officer at DraftKings. "NHL on Prime brings together the sport's most passionate audiences, and we look forward to creating engaging experiences around the games and moments fans care about most."

The deal, which was supported by Omnicom Agency, gives DraftKings exclusive branded integrations spanning pregame coverage, live game action and intermission segments during Wednesday Night Hockey. These integrations will include branded pregame and intermission features, in-broadcast sponsorship moments tied to key game events, and score clock elements that keep the DraftKings brand present throughout live play — all designed to complement the viewing experience for hockey fans in Canada.

"In advertising, attention isn't just a metric. It's the currency, and it's never been harder to earn," said Christopher Walton, Head of Streaming Video Sales at Amazon Ads Canada. "Live sports streaming changes the equation entirely by eliminating channel surfing and delivering unmatched levels of viewer engagement, as fans don't want to miss a second of the action. DraftKings recognized this opportunity, and together, we're connecting with the most passionate fans in Canada through innovative, integrated experiences in-game, in-intermission and in commercial time."

NHL on Prime features exclusive national NHL games in Canada throughout the regular season, as well as two First Round playoff series and one Second Round series. The 2026-27 schedule includes Canadian teams in every matchup, exclusively available on Prime Video at no additional cost to Prime members.

"This partnership is a win for DraftKings and for hockey fans across Canada," said Kate Mateer, Chief Client Officer at Touché! "By integrating DraftKings into the live game experience, we've created something that feels natural, relevant, and genuinely exciting for audiences. It's exactly the kind of strategic opportunity we love helping our clients bring to life."

DraftKings is available in both Ontario and Alberta, where customers can access DraftKings' regulated Sportsbook and Casino platforms. DraftKings aims to inform customers about and encourage the use of tools such as deposit limits, cool-off periods and self-exclusion. These resources are designed to help people understand their activity on DraftKings and highlight ways to help make the best choices for their entertainment.

Wednesday Night Hockey coverage begins September 30, 2026, at 7 p.m. ET on Prime Video as the Toronto Maple Leafs take on the New York Islanders. For more information about Wednesday Night Hockey, visit [here](#) and for additional information about DraftKings, visit [here](#).

About DraftKings

DraftKings Inc. is a digital sports and gaming company created to be the Ultimate Host and fuel the competitive spirit of sports fans with platforms that range across daily fantasy, regulated gaming, prediction markets and digital media. Headquartered in Boston and launched in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings is the only U.S.-based vertically integrated sports betting operator. DraftKings' mission is to make life more exciting by responsibly creating the world's favorite real-money games, betting experiences and event contracts trading. DraftKings Sportsbook is live with mobile and/or retail sports betting operations pursuant to regulations in 30 states, Washington, D.C., Puerto Rico, and Alberta and Ontario, Canada. The Company operates iGaming pursuant to regulations in five states and in Alberta and Ontario, Canada under its DraftKings brand and pursuant to regulations in four states and in Alberta and Ontario, Canada, under its Golden Nugget Online Gaming brand. DraftKings also owns Jackpocket, the leading digital lottery courier app in the United States. DraftKings' daily fantasy sports platform is available in 44 states, Washington, D.C., and certain Canadian provinces. DraftKings' wholly-owned subsidiary GUS III LLC (d/b/a DraftKings Predictions) also operates DraftKings Predictions, offering federally regulated event contracts under CFTC oversight. DraftKings is both an official sports betting and daily fantasy partner of the NHL, PGA TOUR and WNBA, as well as an official daily fantasy partner of NASCAR, an official sports betting partner of the NBA and an authorized gaming operator of MLB. In addition, DraftKings owns and operates DraftKings Network, a multi-platform content ecosystem. DraftKings is committed to delivering responsible engagement tools and resources, while focusing on integrity and customer education.

About Prime Video Sports

Prime Video supports a growing lineup of live sports, including NBA, WNBA and the Skins Game globally, Thursday Night Football, the Masters Tournament, NASCAR, the New York Yankees, Duke Men's Basketball and Seattle Kraken in the United States; Premier Boxing Champions in the United States, United Kingdom and Canada; the NWSL and ONE Championship in the United States and Canada; NHL on Prime and PWHL in Canada; UEFA Champions League football in Germany, Italy, the United Kingdom, and Ireland; Roland-Garros in France; Wimbledon in Germany and Austria; Premier League in Sweden, Denmark and the Netherlands; ICC Cricket in Australia; Copa do Brasil football and Campeonato Brasileiro Série A in Brazil; MLB and live boxing in Japan; and Chivas de Guadalajara soccer in Mexico. While availability varies by marketplace, fans can also subscribe to other streaming services including FanDuel Sports Network, Eurosport, FOX Sports (Mexico), Sportsnet (Canada), Paramount+, FOX One, Peacock, Viaplay Sport, MLB.TV, NBA League Pass, NBA TV, DAZN, and Premiere FC (Brazil) through Prime Video add-on subscriptions. This is in addition to a selection of Amazon Original documentaries including Kelce, Bye Bye Barry, and Earnhardt.

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