Sports Betting Pioneer Calvin Ayre Pilots BodogBrand.com to New Heights in 2009

Contributed by Thomas Jensen
Thursday, 10 September 2009
Last Updated Thursday, 10 September 2009

When Bodog Founder Calvin Ayre announced his retirement from the sports betting and online gambling industry, most of his friends and colleagues felt he would be back at some point. After being the driving force of Bodog's meteoric rise over the last several years, its understandable that Ayre would want to take a break. But in typical Calvin style, he could not just stop strategizing about the future of the Bodog Nation. Get the latest sports betting odds at Bodog.com and receive a 10% Sign Up Bonus today.

While relaxing in retirement, which included sampling all sorts of exotic drinks, models and early morning wake board sessions, Ayre continued to fine tune BodogBrand.com. In all actuality, the company was and has been a licensing model for several years but until recently most of the deals were behind the scenes. Not anymore, the group is actively soliciting entrepreneurs to come up with business plans that could compliment the Bodog image.

Currently, Ayre is spending a majority of his time focusing on BodogBrand.com, a hybrid IP Licensing/Venture Capital/Marketing Consultancy focused on identifying synergistic business models outside of the gaming channel. BodogBrand.com holds the global rights to license the Bodog brand across all sectors and its mandate is to partner with carefully-selected licensees to license the brand to accelerate partner growth, while extending the BodogBrand.com into new and vibrant markets.

Ayre has been back in action for only a few months "officially" and already he has made significant waves within the sports betting and online gambling industry with several key announcements. The company announced licensing agreements in Europe and Canada, is actively looking for a licensee in the Latin American market, hired industry veteran Rebecca Liggero as a Global Bodog Brand Ambassador, the Bodog Europe licensee already signed a 3 year sponsorship agreement with Fulham FC of the Premier League and Ayre is about to launch a Bodog Poker Network which will compete with the likes of Cake & Merge Poker Networks.

Calvin Ayre will be the featured speaker at this weekend’s Budapest Affiliate Conference 2009. “I’m very flattered to have been asked to be this year’s keynote speaker in Budapest,” stated Ayre about being named the keynote speaker. “The iGaming space is the birthplace of the Bodog brand and it remains one of the must dynamic and fascinating sectors in the entertainment space. Thanks to BodogBrand.com’s world-class licensees, each of which brings regional knowledge and expertise to their respective markets, the brand has become truly global. The sun never sets on Bodog now. I look forward to continuing to work with BodogBrand.com to help identify potential brand licensees to take the Bodog experience into new markets.”