



Arsenal crowned champions as fans protest sponsor Deel

Description

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Arsenal fans in London

[Arsenal's champions parade on 30 June](#) saw thousands of supporters take to the streets of London, celebrating their club's triumphant Premier League victory.

After clinching their first league title in 22 years, Arsenal fans flooded Islington to celebrate. Four open-top buses paraded the players and trophy as supporters cheered wildly.

However, not all fans were there for these festivities. It presented an opportunity for others to protest the club's new sponsor, Deel. The sponsor's co-founder has shown [public support for Israel during](#) its genocide of Palestinians in Gaza.

Moreover, the club attracted further criticism when it dismissed long-serving kitman Mark Bonnick after he publicly spoke out against the war in Gaza. Bonnick has since received support from Jewish anti-corruption investigator, author, and Arsenal supporter Andrew Feinstein.

As a result, many Arsenal supporters, football fans, and pro-Palestinian activists have grown increasingly frustrated. This is due to the club's continued association with a company [whose leadership has publicly supported Israel's genocide in Gaza](#).

During yesterday's parade, Arsenal fans were seen protesting against the club's new Israeli-linked sponsor, Deel, while also showing support for former kitman Mark Bonnick, who was fired after speaking out against genocide. pic.twitter.com/3TiMRofkNI

Leyla Hamed (@leylahamed) [June 1, 2026](#)

Pro-genocide sponsor to appear on Arsenal kit

The club has faced backlash from its supporters and football fans generally. This started as it revealed that Deel, an Israeli-founded HR and payroll firm based in the US, will be on the left sleeve of Arsenal's kit for the 2026/2027 season.

Moreover, the club's decision to enter into a long-term partnership has heightened concerns among critics. They argue that it is embedding pro-Israel, pro-genocide interests within one of London's most prominent football clubs.

By dismissing kitman Mark Bonnick for publicly condemning the war in Gaza, the club turned these concerns into a tangible reality. The decision cost a British employee his job. Furthermore, it signalled that staff may face professional consequences for expressing political views. This is especially true if these views conflict with the interests of those now associated with the club.

Andrew Feinstein sent a damning letter to [Arsenal bosses in April](#), condemning their decision to sack Bonnick. At the time, the club stated that the sacking was required in order to protect the club from being brought into disrepute.

Nevertheless, the club's owners appear unconcerned about the reputational consequences of their actions. They are becoming increasingly complicit in Israel's [devastating impact on the Palestinian civilian population](#) product of the war in Gaza. In addition, they are complicit in its [devastating impact on the Palestinian civilian population](#)

Over [75,800 Palestinians](#) have been murdered by Israel's IOF, cheered on by incendiary Israeli politicians. The vast majority of those brutalised and [killed are women and children](#)

In his letter, Feinstein refuted the suggestion that Bonnick had a negative impact on the club's reputation. [writing](#)

Mark expressed views on the conflict in Gaza and Israel's behaviour that are not inflammatory or offensive and certainly do not bring the club into disrepute. As an anti-racist who has experienced antisemitism personally, and having devoted my adult life to fighting all racism and discrimination, I do not believe anything Mark has said could be interpreted as an antisemitic trope or blood libel, except by those who will not tolerate any criticism of the state of Israel.

Crucially, Mark's comments were made in the context of the world's highest court, the International Court of Justice, determining that Israel was likely perpetrating a genocide in Gaza. This view is shared by 98% of human rights organisations, most human rights lawyers, relevant UN bodies and the vast majority of genocide experts, including a significant number of Israeli experts.

At this point, over 70,000 people have been slaughtered, over 70% of them women and children. Senior Israeli politicians and military leaders have been charged by the International Criminal Court with war crimes and genocide.

I'm sorry, call me a prick, but I wont stop talking about Arsenal sacking their kit manager of over a decade for sharing pro-palestine posts, only to then go hire an Israeli sponsor. Just wrong. <https://t.co/jnCYebJ7el>

â?? Jack D 🇺🇸 (@JackDunc1) [May 31, 2026](#)

â??Fuck Zionism, Drop Deelâ?•

It is clear that, despite the momentous victory for Arsenal and its fans, supporters have not lost sight of Israelâ??s continuing genocide and its wars of aggression. Campaigners continue to press the clubâ??s owners to drop Deel as a sponsor, arguing that their choice to associate with far-right, genocidal interests poses the greatest threat to the clubâ??s reputation.

However, whether the club will take heed and distance itself from such a dodgy sponsor seems unlikely. So far, it has yet to **default watermark** any of its highly dubious decisions.

As highlighted during the protest, Bonnick remains in his position as kitman. The sponsors look set to appear on the kitâ??s sleeves.

As a result, Arsenal risk underscoring their long-unseen victory with deepening ties to a state. That state is mass murdering thousands upon thousands of women and children.

Featured image via Alex Pantling / Getty Images

By [Maddison Wheeldon](#)

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