



## Future looks healthy for the Cats

The Geelong Football Club created history today announcing NIB Health Funds Limited (NIB) as the Club's new shorts and match ball sponsor in a three year deal with the Club.

The sponsorship will see NIB's brand appear on Geelong's home and away playing shorts, replacing Ford who has appeared exclusively on the club's playing apparel. NIB's logo will also appear on the match ball at all Geelong home games.

"This is a significant announcement for our club and we are looking forward to a long and successful association with NIB," Geelong CEO Brian Cook said.

"NIB's philosophy and values match with ours and our respective business goals are along similar lines. We have the ability to work to help each other reach our goals.

"We recognised that to grow we needed to bring new sponsors on board. Ford understood this and agreed that they would allow us to take back the shorts and use that property to attract new support. We are very thankful that they have been and continue to be such supportive partners."

NIB's Chief Executive Officer, Mr Mark Fitzgibbon said the sponsorship signalled an exciting new era for both organisations.

"Our sponsorship of the Geelong Football Club is a key component in NIB's expansion strategy throughout Victoria and across Australia.

"NIB has had a limited presence in the Victorian market for the past 10 years, but we see this link with the Geelong Football Club and the AFL in general as an important step to increasing our profile and member base in the southern states.

"NIB's brand will appear on a sponsorship property which hasn't changed in nearly 82 years, so naturally we're very excited," Mr Fitzgibbon said.

The Geelong Cats will take to the field for the first time with their NIB-branded playing strip in the opening round of the NAB Cup on 25 February when they take on Richmond at Skilled Stadium.

The Cats are hoping to emulate last year's pre-season cup performance by winning the NAB Cup for a second consecutive year.

*NIB is Australia's fastest growing health fund in terms of membership growth, providing affordable health cover to over 600,000 Australians. For more information visit [nib.com.au](http://nib.com.au).*

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