

Date Monday 11 May, 2009
Subject nib confirms commitment to the Cats

Skilled Stadium became a 'drop zone' on Saturday as a skydiver made a dramatic entrance to celebrate nib health funds (nib) re-signing as an Elite sponsor of the Geelong Cats through to 2011. The new three year agreement was signed prior to the Cats game against the Sydney Swans at Skilled Stadium, Geelong.

The sponsorship will see nib's brand continue to appear on the Cats players' shorts, training apparel and home match ball.

The Cats' 36,000 strong membership base will also benefit from the new agreement with nib becoming the official Cats Membership Partner. The partnership is seen as an important step in nib playing a more active role in supporting the wider Geelong community.

Geelong Cats Chief Executive Officer Brian Cook said the announcement is important for the club's journey to go from good to great.

"Our partnership with nib has been mutually beneficial over the past two years and we have a shared vision of growing our businesses and of being the best in our respective fields," Cook said.

"nib has been a great supporter of the Geelong Cats and has helped the club grow over the past two years. Our membership has been at record levels, we have been the most watched AFL team on television in the past 2 years and of course our team has been playing exciting football. nib have had very similar business growth in Victoria in the same period"

"We look forward to continuing to work with nib over the next three years and beyond."

nib's Chief Financial Officer, Michelle McPherson said the health fund's Elite sponsorship of the Cats over the past two years had played a significant role in building its brand and market share in Victoria.

"Our research indicated that to achieve nib's growth ambition in Victoria we needed to significantly increase our brand awareness, and an effective way to do this was sponsorship within the AFL," Mrs McPherson said.

"The last two years have been a wonderful journey for nib and the Cats. When we started our partnership in 2007 we both held grand plans of not only competing with, but succeeding against the major players within our respective industries," Mrs McPherson added.

"Since then the Cats have won a premiership cup and are regarded as the benchmark of the AFL both on and off the field.

"At the same time nib has established itself as one of the fastest growing health funds in Australia, with the Geelong Cats playing a critical role in our Victorian growth strategy."