



MEDIA RELEASE



HSG sign nib as inaugural major partner

Thursday September 8

The Hunter Sports Group is pleased to announce Newcastle-based national health insurer, nib, has today signed a two-year major sponsorship agreement with the Newcastle Knights and Newcastle Jets.

nib is making Australian sport sponsorship history by becoming the first sponsor to agree to a unique dual sponsorship agreement with the region's two national sporting teams operating under the Hunter Sports Group banner.

The pioneering deal is the first of its kind in Australian sport.

“The new ownership structure of the Knights and Jets under the Hunter Sports Group provides nib with a unique brand sponsorship opportunity across both the NRL and A-League,” nib’s Chief Executive Officer, Mr Mark Fitzgibbon said.

“Our sponsorship of both clubs will provide national brand exposure all year round allowing us to extend our brand reach into new markets and demographics.

“Our support also reinforces our ongoing commitment to the Hunter region.

“We look forward to the new relationship with great anticipation. We strongly suspect the value of the sponsorship will be much higher than most would calculate given our confidence that the heavy investment the Hunter Sports Group is making will deliver on-field success for both teams.”

Additionally, nib’s logo will feature in a unique position on the front of the Knights’ jersey that has previously been reserved for the apparel partner and a position never before available to any NRL sponsor.

The nib logo will appear on the playing shorts of the Jets’ A-League and W-League teams.

The new two-year sponsorship will see nib maintain its status as the longest continuous sponsor of the Newcastle Knights. nib first partnered with the Knights during the Club’s inception in 1988 and has been the Club's sleeve sponsor since 2003.

The Hunter Sports Group is delighted to retain the Knights partnership with nib and look forward to this new, innovative and unique sponsorship across the consortium.

“nib is an iconic brand and it is appropriate they are an inaugural Hunter Sports Group sponsor,” HSG CEO Troy Palmer said.

“It is rewarding to give nib a sponsorship property never before used by an NRL sponsor and we need to give credit to the Knights new jersey manufacturer ISC for offering this key position.

“We thank nib for their continued support and look forward to a successful partnership for many years to come.”

nib joins a stable of over 130 corporate partners already supporting the HSG, with a major sponsor for both the Jets and Knights anticipated to be announced in the coming weeks.

For further information

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Note: Images available upon request



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