



Media Release

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nib extends elite partnership with the Cats

The Geelong Cats have received an early Christmas present with national health insurer, nib health funds, renewing its major sponsorship of the AFL club for a further three years.

An elite partner since 2007, nib has extended their current sponsorship that will see the nib logo remain on the Geelong playing strip and match ball through to the end of the 2014 season.

nib Chief Marketing Officer, Rhod McKensey, said the health fund has an outstanding partnership with the Geelong Cats that has played a key role in building the nib brand across Australia.

"nib partnered with the Geelong Cats in 2007 as part of a strategic national growth strategy. There is little doubt that the success of our partnership has driven outstanding brand value for nib, which has resulted in an unprecedented level of customer growth across Australia, particularly in Victoria, during this time," Mr McKensey explained.

"We saw great synergies between the two organisations when we came onboard five years ago, which remain strong today. We are two regionally-based teams that have certainly punched above our weight to achieve great success at a national level.

"We have taken pride in partnering with the Cats during the club's golden period and we look forward to building on the success of our partnership over the next three years."

Geelong Cats CEO Brian Cook, said he was delighted that nib has reaffirmed its commitment to the club.

"We are once again pleased to be aligned with a strong and growing brand such as nib."

"Whilst the fans see the nib logo on the player's short and on our home game footballs, behind the scenes we have forged a long lasting and secure partnership which we are delighted to see grow into the future."

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