



Media Release

Hawks future secured with double announcement

Friday 1 September 2006

The Hawthorn Football Club is today proud to announce the signing of two partnership deals for the 2007 season and beyond.

A new five year deal has been struck with the Tasmanian Government, which will become the Club's Naming Rights Partner, effective from January 2007.

The Club is also pleased to announce its three year relationship with HSBC will continue, with the bank negotiating a further three year Principal Partner agreement.

To top off today's exciting announcements, the Hawthorn Football Club has become the second Victorian-based AFL club, alongside Geelong, to play matches at its own homeground as Aurora Stadium officially becomes its home-away-from-home.

Subject to final sign off with the AFL, the Club intends to play four home games each year at Aurora Stadium during the home-and-away season for the next five years. The Tasmanian matches will be a mix of games between Victorian and non-Victorian teams.

Hawthorn President Jeff Kennett said the Club was looking forward to enjoying an exciting and successful future with two very strong brands, which will share the Hawks' jumper.

"As a result of the new agreement we will have a split jumper — Tasmania on the front and HSBC on the back," Mr Kennett said.

While the Tasmanian Government Naming Rights Partnership is commercially attractive, there was more than money involved in making the deal.

"We have been playing games in Tasmania since 2001 and our team enjoys playing at Aurora Stadium," Mr Kennett said.

"In addition to that, we have a very supportive following within the Tasmanian community which, along with the eastern region of Victoria, we intend to grow into a thriving membership base."

Tasmanian Premier Paul Lennon said the Tasmanian community had demonstrated its passion for live AFL football over the last six years and the State had taken another major step forward in its commitment to the game.

“The deal will see the Tasmanian brand promoted nationally like never before and will ensure that Aurora Stadium remains a vital part of AFL operations for years to come,” Mr Lennon said.

Mr Kennett described Hawthorn’s association with HSBC as a successful partnership which the Club looked forward to continuing.

“HSBC has been a wonderful partner and we are very pleased we were able to reach agreement with HSBC to become our Principal Partner from 2007,” Mr Kennett said.

HSBC Chief Executive Officer Stuart Davis said the deal was a win-win for Hawthorn and HSBC and looked forward to further on-field successes.

“HSBC has enjoyed a successful partnership with Hawthorn over the past three years and we look forward to continuing as principal partner from 2007,” he said.

“Research shows HSBC is in the top five most recognised AFL sponsors. This is testimony to our successful partnership to date and it provides a platform for HSBC to build our brand through this new relationship.”

While respecting that the AFL controls the home and away season, Hawthorn hopes to leverage from the deal to play more games in Tasmania by negotiating more games played at the MCG.

“The Club is working with the AFL, within the overall fixture process, to maximise the number of home and away games at the MCG,” Mr Kennett said.
