



3 February 2011

## HSBC CELEBRATES 10 YEARS WITH THE WARATAHS

**\*\*Longest standing sponsorship of the NSW Rugby Union since they were established in 1874\*\***

HSBC today celebrates, in conjunction with the launch of the Super Rugby Season, 10 years of partnership as the naming rights sponsor of the HSBC Waratahs, with the first contract executed in 2001. The partnership with Waratahs Rugby makes HSBC's the longest principal naming rights sponsor in the history of NSW Rugby, first established in 1874.

HSBC recently cemented its global dominance in Rugby through sponsorships of The British & Irish Lions, HSBC World Sevens Series, HSBC Asian Five Nations and the extension of the partnership with Waratahs Rugby until 2013.

Paulo Maia, Chief Executive Officer for HSBC in Australia, said: "In Australia, aligning with sport truly does mean being a local entity and since we signed up with NSW Rugby Union, our relationship with the HSBC Waratahs has gone from strength to strength.

"HSBC's partnership with the Waratahs has been today one of mutual success and we are delighted that since we've partnered with the HSBC Waratahs, unprompted brand awareness amongst NSW rugby fans has grown by more than 50%.

"The common thread that runs through all of HSBC's rugby sponsorships is a desire to unite people and cultures through the positive values of rugby. And our longstanding partnership with the New South Wales Rugby Union and the HSBC Waratahs does just that," he said.

Jason Allen, Waratahs Rugby Chief Executive Officer, said: "Corporate partners are extremely important in professional sport and Waratahs Rugby is particularly fortunate to have HSBC on board in what is now its tenth year as naming rights sponsor of the HSBC Waratahs."

"Sporting sponsorships which last a decade or more are extremely rare, and they only exist when the sporting body and the corporate partner work together to continually achieve a common purpose.

"HSBC and the Waratahs are aligned in our ambitious goals both on and off the field and we know we can look forward to this successful relationship continuing well into the future," he said.

*ends/more*

**Media enquiries to:**

**Kate Epworth on +61 2 9006 5682 /  
+61 418 700 172 /  
[kateepworth@hsbc.com.au](mailto:kateepworth@hsbc.com.au)**

**Sandrine Deswarte on +61 2 9006 5396 /  
+61 4 0104 5007/  
[sandrine.deswarte@hsbc.fr](mailto:sandrine.deswarte@hsbc.fr)**

## **HSBC celebrates 10 years with the Waratahs/2**

### **Notes to editors**

#### **HSBC Bank Australia**

In Australia, the HSBC Group offers an extensive range of financial services through a network of 34 branches and offices. These services include personal and commercial financial services, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody. Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162 and AFSL 232595) and The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970 and AFSL 301737). HSBC is marketed worldwide as 'the world's local bank'.

*ends/all*