



MEDIA RELEASE

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RACT Insurance State League - Partnership Announcement

Tasmania's premier AFL football competition will be known as the RACT Insurance State League for seasons 2013 and 2014, in a new deal announced by AFL Tasmania today.

Speaking at the announcement, RACT Insurance Chief Executive Officer, Trent Sayers, said his company was delighted to take on the naming rights of the competition, building on its RACT Insurance Player of the Year Award involvement that has been running since the competition's inception in 2009.

"The TSL plays an important role in developing the next crop of Tasmanian AFL stars, and we're thrilled to play an increasing part in this significant Tasmanian wide competition."

Chairman of AFL Tasmania, Dominic Baker, also unveiled the new competition logo, part of an AFL brand architecture strategy that sees the shield design rolled out to AFL-affiliated state organisations across the country.

Baker believes the timing of these two announcements together is significant.

"For a respected and leading Tasmanian business such as RACT Insurance to announce an increased commitment to the Tasmanian community through the RACT Insurance State League coming at the same time as AFL Tasmania has launched a fantastic new brand for the competition reinforces the iconic status of both brands in this state."

"RACT Insurance was one of the first Tasmanian business entities to embrace the new whole of state football competition back in 2009 by initially supporting the players via the RACT Insurance Player of the Year Award, and it is so appropriate that RACT Insurance is now the first business in Tasmania to align its brand with the iconic 'Map of Tassie' football brand and the AFL's national brand we have unveiled today", said Baker.

Sayers says his organisation is excited to be backing a code that is so important to communities right across the state.

“State League football is great for bringing together local Tasmanian communities and getting behind your home town and, as Tasmania’s local insurer, RACT Insurance understands the importance of supporting the community we live and work in,” Sayers said.

“We are very excited about increasing our role in the state-wide competition through its naming as the RACT Insurance State League, and we look forward to another exciting season which again involves the RACT Insurance Player of the Year Award,” Sayers said.

“RACT Insurance has a strong focus on supporting grassroots Tasmanian sport and the State League provides the ideal player development pathway for our stars of the future.”