

18 September 2014

## **Suncorp inks new sponsorship deals with Queensland Ballet and QLD Maroons** *Reconfirms commitment to the arts and sport in Queensland*

Suncorp Group CEO Patrick Snowball today announced that Suncorp would increase its commitment to its home state by officially sponsoring Queensland Ballet and expanding its partnership with Queensland Rugby League (QRL).

Mr Snowball said that as a proud Queensland company it was important that Suncorp help grow the communities in which it operates.

“Sports and the arts are important outlets for many young Queenslanders and we know their involvement in these activities has the power to change lives,” he said.

“Queensland is our home state and we will continue to demonstrate our commitment by investing in our existing QRL partnership while building a new one with Queensland Ballet.

“Queensland Ballet is truly world-class and we are immensely proud to form a new partnership that will hopefully help elevate the success the Company has already achieved under Artistic Director Li Cunxin and CEO Anna Marsden’s leadership.

“I am happy to say that this sponsorship is also in part due to feedback we have received from our shareholders and staff who have encouraged us to expand our partnerships into important key arts areas.”

Queensland Ballet said it was delighted by the new partnership with Suncorp.

“We are thrilled to welcome such an iconic Queensland company into our family of supporters. It is only through the generous support of partners such as Suncorp that Queensland Ballet can continue to dream big and enrich the lives of Queenslanders through ballet,” said Mr Li.

Suncorp has a long and proud history with Queensland Rugby League having been a sponsor for the past twelve years.

The new agreement extends Suncorp’s commitment and will see the Suncorp logo proudly emblazoned on the front of the Queensland State of Origin jerseys from 2015.

QRL Chairman Peter Betros said “Queensland Rugby League is thrilled to partner with Suncorp, another Queensland icon.

“QRL has enjoyed a wonderful partnership with the Suncorp Group’s AAMI brand over the past 12 years and our success on the field is a direct result of the strength of our partnerships off it.

“There’s no doubt Suncorp and the Maroons are synonymous with Queensland; the synergy of the two brands working co-operatively can only enhance the status of both as part of the State’s fabric.

“A key focus for rugby league in Queensland is contributing to community and Suncorp’s desire to assist us beyond the Origin arena will ensure our community reach continues to grow right across the State and beyond.”

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