

MEDIA/RELEASE



NRMA INSURANCE BRONCOS

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Arrow Energy and Broncos Link In Community Partnership

ARROW Energy has officially joined the Brisbane Broncos in a partnership that will provide a direct connection with the communities of southern Queensland.

While Arrow will become the official energy partner of the Broncos and their logo will appear on the NRL team's playing shorts as part of a premier sponsorship arrangement, it is the link with towns of the Surat Basin that will be the focus.

Under the three-year agreement, Arrow will bring a host of Broncos-dominated activity to the area.

This will include five regional coaching clinics per year, an annual Fan Day in the Surat Basin, as well as four player-led Broncos' Book Club sessions in the Surat Basin.

Junior players from the area will also be provided the opportunity to play on the biggest stage as part of halftime entertainment during NRL matches at Suncorp Stadium.

The relationship officially began today with a junior coaching clinic in Dalby, the town where NRL star Andrew McCullough was raised.

McCullough was joined by teammates Matt Gillett, Mitchell Dodds and Kurt Baptiste, where they kicked off the Broncos-Arrow partnership by championing the virtues of health and fitness to over 150 captivated children in Dalby.

Arrow Energy CEO Andrew Faulkner said he was extremely pleased to have been able to enter into this partnership with the Broncos as it would provide significant benefits for the communities in which Arrow operates, particularly on the Central Darling Downs.

“The key focus of our partnership with the Broncos is to provide an opportunity for junior sporting development and help to promote healthy active lifestyles,” said Faulkner.

“We know that communities in southern Queensland will embrace this opportunity because the Broncos are so well known and respected.

“For us, that our Broncos partnership also has a focus on educational development, with Arrow delighted to be able to bring the Broncos Book Club to various centres across the Downs next year.

“This initiative focuses primarily on reading and online literacy development and is in-line with Arrow’s commitment to build sustainable learning opportunities in the communities where we work.”

Broncos’ chief executive Paul White said he was pleased the new sponsorship had defined community outcomes at its base.

“It is not often that sponsorship agreements are built on what the two companies can bring to a specific area and its communities,” said White.

“This partnership has a point of difference in that it has a strong community focus and this is in part the reason Arrow Energy and the Broncos have chosen to launch it in Dalby.

“We are confident this will be the first of many very enjoyable days for the people of the Surat Basin, and we welcome Arrow Energy to the Broncos’ family of sponsorship partners.”

The Arrow Energy logo will also appear on the back of the Broncos under-20s jersey and will hold branding at Suncorp Stadium as part of the club’s game day TV offering.

For further information, please contact NRMA Insurance Broncos Communications Manager, Trad McLean, on 07 3858 9106 or 0412 809 106.