

Wednesday, 10 December, 2008

Members Equity Bank signs Three Year Deal with Melbourne Storm

Members Equity Bank has announced their commitment to a three year major sponsorship deal with the Melbourne Storm Rugby League Club.

The sponsorship will commence at the start of the 2009 National Rugby League season.

The sponsorship presents an exciting opportunity for Members Equity Bank to be involved with a high profile sporting team. Melbourne Storm is a hugely successful part of the national competition, with strong support in Victoria and interstate.

The sponsorship is also an opportunity to showcase the Members Equity Bank brand and ultimately increase brand awareness. The sponsorship will see Members Equity Bank become front of jersey sponsor until 2011.

Paul Kelly, Members Equity Bank's National Manager Advertising & Sponsorship, said Melbourne Storm's proven track record and ambition highlighted Members Equity Bank's direction for the future.

"Melbourne Storm and Members Equity Bank both strive for success in highly competitive fields. With a common value set, the partnership was an appropriate progression.

"Both Members Equity Bank and Melbourne Storm aim to be differentiated from their competitors and strive to bring passion, excellence and success to their respective endeavours. We are looking forward to our three-year involvement with this highly successful and respected club," he said.

Mr Kelly said Members Equity Bank was pleased to be sharing Melbourne Storm's limelight with HOSTPLUS, one of Members Equity Bank's 37 shareholder funds.

"Members Equity Bank already shares HOSTPLUS' philosophical ideals and values – such as award-winning products and service, low fees, no sales commissions and operating for the benefit of members.

For more information go to www.membersequitybank.com.au

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