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Kia and Essendon Bombers join forces

Essendon Football Club is pleased to announce Kia Motors Australia as the club's new co-major partner for the next five years.

Essendon Chairman David Evans said the new partnership is believed to be one of the largest co-major partnerships in AFL history as well as one of the largest individual sponsorships in Australian sport.

"We are genuinely excited by the alignment of two great teams – from both a commercial and brand perspective" Mr Evans said.

"Kia is committed to delivering a progressive and innovative product, and these attributes are parallel to our values at the Essendon Football Club.

"Essendon is as committed to achieving success off the field as it is on it and by partnering with a like-minded organisation such as Kia, we believe we can deliver mutually beneficial outcomes that will allow both brands to continue to grow their presence nationally."

Kia Motors Australia President and CEO Mr MK Kim said the partnership would allow Kia to grow its reputation as a long-standing innovative brand.

"Like Essendon Football Club, Kia is a brand built around youthful excitement and the willingness to compete," Mr Kim said.

"As Korea's oldest automotive manufacturer we understand the value of history and we are excited about our new relationship with one of the longest-standing teams in Australian sport."

The new alignment will see the Kia logo alternate between the front and back of the Essendon guernsey during home and away games. Co-major partner True Value Solar will be displayed on the alternate side of the guernsey.

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In addition to brand exposure benefits, the partnership will also provide Kia with unique access to Essendon's estimated supporter base of over one million fans nationally and almost 300,000 unique database contacts – the largest in Australian club sport.

Kia Motors Australia Chief Operating Officer Tony Barlow said Kia was delighted to add its support to an Australian institution that brings genuine excitement and joy into the lives of everyday Australians.

"Essendon and Kia are two organisations entering a very exciting period. Both are brands on the way up - just one of the synergies that we believe makes this relationship a perfect match," Mr Barlow said.

"Australian Football, Aussie Rules or simply 'footy' to the millions of passionate fans who follow the games every winter weekend is part of the fabric of Australian culture.

"Within that fabric Essendon Football Club is a binding element traced back to the very beginnings of the sport. Kia's association with Australia is not as long, but it is no less passionate nor any less committed."

Kia Motors Australia support everyday Australians across a number of initiatives including donations and sponsorships of institutions such as the Victor Chang Cardiac Research Institute, Meals on Wheels, SIDS and Kids and the Kia Motorvation safe driving initiative.

Globally, Kia Motors are proud to support some of the world's largest sporting organisations and events including the FIFA World Cup and the National Basketball Association. Locally many would recognise Kia Motors as the major partner of the Australian Open Tennis Grand Slam tournament.

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