



**MEDIA RELEASE**

# **NAMING RIGHTS OPPORTUNITY AT WESTERN SYDNEY STADIUM**



**Friday 31 August 2018**

THE next generation of sporting infrastructure in NSW is on the way, with the magnificent Western Sydney Stadium now 70 per cent complete and on track to open in April 2019.

“With major construction more than halfway complete, securing a naming rights sponsor is a major milestone for the commercial operations of Western Sydney Stadium,” said Minister for Sport, Stuart Ayres.

VenuesLive, Operator of Western Sydney Stadium, has commenced a process on behalf of the NSW Government and Owner, Venues NSW, to enter in to a Stadium Naming Rights Partnership with a corporate sponsor.

This unique opportunity offers the Naming Rights Partner the chance to align their brand with the exciting new home of live sport and entertainment that will have pride of place in the growth corridor of Western Sydney.

Western Sydney Stadium is a 30,000-seat purpose-built rectangular stadium in the heart of Parramatta. Featuring steep grandstands and amazing sightlines, it will take fans closer to the action than ever before. It will offer an awesome live sport and entertainment experience in a lively precinct that will quickly become part of the fabric of Western Sydney.

While the Stadium will host major sport and entertainment events, it will also be a thriving hub of community activity, hosting an array of meetings and special events throughout the year.

Mr Shane Stoddard, General Manager Commercial at VenuesLive NSW, said the naming rights partnership opportunity at Western Sydney Stadium offered the successful corporation ubiquitous brand presence across all aspects of the community, along with a host of other benefits.

“Naming rights sponsorship occupies the highest point on the sponsorship pyramid, and for good reason given the many benefits that it offers,” he said.

“The competition to gain consumer attention is as intense as ever and this is a rare opportunity for a corporate sponsor to use naming rights at the amazing Western Sydney Stadium to rise above the advertising clutter and gain direct access to consumers.

“The Western Sydney naming rights present a rare opportunity for a corporation to embed their brand in the fabric of Western Sydney through the channel of sport and entertainment at the most exciting stadium in the country.”

The venue Operator envisages that Western Sydney Stadium will host a range of sporting events, which will include NRL and NRL Women’s Premiership games, A-League and W-League, Super Rugby, Rugby 7s, NSW and Australian representative games for both men’s and women’s teams in rugby league and rugby union, special football events featuring international clubs, among other one-off sporting events.

Live concerts and family-friendly entertainment events will also be scheduled – bringing to life the Stadium precinct on a regular basis.

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