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## **TripADeal announce three-year sponsorship of AFL club**

- TripADeal announce three-year sponsorship of Carlton Football Club
- Logo to be featured on both home and away guernseys
- Sponsorship a sign of life returning to normal post Covid-19

Byron Bay-based online travel agent TripADeal is proud to announce its new three-year partnership with Carlton Football Club, expanding its presence in the great state of Victoria.

Founded in 1864, the inner-Melbourne club - known to its passionate fans as 'the Mighty Blues' - is one of the most recognisable teams playing in the Australian Football League.

Officially launched this morning by Coach David Teague at the Carlton Football Club HQ at Ikon Park, the new three-year AFL and AFLW Platinum Partnership will see the TripADeal logo emblazoned on both home and away guernseys.

The Carlton announcement marks the third ongoing professional sporting sponsorship for the travel company, joining the St. George Illawarra Dragons and the Manly Sea Eagles.

TripADeal will also be sponsoring the coin toss, with a \$250 travel voucher up for grabs at every home game. A special \$10,000 travel prize will also be awarded at the end of the AFL season, giving one lucky punter the opportunity to make their travel dreams come true.

TripADeal Co-founder and CEO Norm Black says joining the Carlton Football Club family is a dream come true, not only for its base in one of his favourite cities, but their shared values.

"Carlton Football Club is one of the most iconic teams in the AFL," says Black. "We're proud to make our sponsorship debut in the code by supporting a team whose values not only reflect our own but share the same optimism and hope for the future."

"We're excited to now be part of and to build relationships within the Carlton family and will be cheering from the side-lines at every opportunity. Go the Mighty Blues!"

Announced on the eve of the 2021 AFL season, Carlton CEO Cain Liddle says to welcome yet another long-term partner was a further, significant step forward for the Club.

"We said at the back end of last year that we did not only just want to survive 2020, we wanted to accelerate out of it and this latest partnership with TripADeal is a prime example of that," says Liddle.

"They share our enthusiasm and excitement for what lies ahead and along with our 75,000 members we cannot wait to partner with them.



“Norm and Richard and their dedicated team are genuine, hard-working people who are a local success story, so to have their logo on the back of the Navy Blue guernsey is a great fit. We are certainly grateful for their support, ahead of what is set to be an exciting AFL season.”

Despite the challenges the travel industry has faced in the last 12 months, border openings and the continued rollout of the Covid-19 vaccination have given the industry a significant boost of confidence. This new club sponsorship is just one sign pointing to a brighter future ahead.

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#### About TripADeal

TripADeal is a Byron Bay-based online travel agent offering bucket list tours, cruises and hotel packages at unbelievable prices. From small group tours of the Kimberley to resort stays in the Whitsundays, TripADeal has something for everyone. In a strong sign of confidence for the travel industry, Australian private equity firm BGH Capital invested in TripADeal in 2020, ushering in a new era and providing the support required to take the online agent to the next level.

For more information or comment, please contact:

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