

Embargoed until
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‘Fortress Suncorp’ secured

On the eve of the historic NRL Grand Final week in Brisbane, Suncorp has extended The Cauldron’s naming-rights for up to 10 more years.

Suncorp Group CEO Steve Johnston said the lengthy Suncorp Stadium partnership extension was a vote of confidence in Queensland’s future.

“I am incredibly proud to have Suncorp associated with this iconic venue,” Mr Johnston said.

“At a time when much in our lives has changed, we’ve been so fortunate to have Queensland’s home of sports and entertainment open. It has given fans in person, and watching at home, much-needed excitement and entertainment.

“The Grand Final is a fitting once in a lifetime reward for local footy fans and the Queensland Government that has worked tirelessly with the NRL to keep the season going.”

Suncorp Stadium General Manager Alan Graham said: “I’m delighted that our wonderful partnership is being extended for up to 10 more years. Both brands are synonymous with quality and the relationship typifies the strong community bond and connection we both share.

“There’s a whole generation who have never known the stadium by any other name than Suncorp Stadium.

“Suncorp’s Sponsorship has helped ensure the Stadium retains its status as one of the most exciting and entertaining stadiums on the planet.”

Suncorp’s partnership with owner, Stadiums Queensland, and operator, ASM Global, is one of the longest in Australia and globally, after first signing in 1994. The stadium is a critical piece of community infrastructure and a world-class destination for visitors, athletes and entertainers.

“Suncorp Stadium has been home to sporting battles, epic concerts and it even withstood the 2011 floods. It is part of our Queensland way of life and that’s why we’ve been a proud partner of the stadium for over 25 years,” Mr Johnston said.

“Our business has a long and proud heritage in Queensland, and we look forward to being part of the state’s exciting future.”

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