

Media Release – 26th January 2017

Aon sign on with Athletics NZ

Global insurance broker Aon has become the latest corporate signing by Athletics New Zealand announcing a sponsorship of the national sporting organisation today.

After exceeding expectations on the track at the Rio Olympics and Paralympics in August 2016, with stellar performances by a range of athletes including Eliza McCartney, Dame Val Adams, Nick Willis, Tom Walsh, Liam Malone and Anna Grimaldi, the rising star of athletics continues off the track.

Aon join a growing stable of commercial partners keen to align with the sport as it enters into a new era of success. Partners such as Air New Zealand, Hertz, New Zealand Red Cross and others has seen the value in supporting the sport, which has nearly 200 affiliated clubs across the country and a growing grassroots membership.

Athletics New Zealand Chief Executive, Linda Hamersley, welcomes the insurance brokers decision to support athletics, "Were thrilled to have Aon New Zealand join our family of sponsors. Aon are a global leader in their field of business and partner with a range of sports, so we are very pleased to be a part of their stable".

A major investor in New Zealand sport sponsorship, Aon already throws its weight behind a range of sports from the elite professional level with the Chiefs, through to other NSO's like Yachting and Rowing, and major secondary schools events such as its long standing partnership with the Maadi Cup rowing regatta.

Says Aon New Zealand CEO Geoff Blampied, "Aon New Zealand has a strong record of supporting young New Zealanders, assisting them to achieve their potential in the sports of their choosing. Athletics has a long and distinguished history with youth in New Zealand and as a country we have produced many world champions - as recently evidenced by the success at the Rio Olympics. Our new partnership with Athletics New Zealand allows us to extend this ongoing, successful legacy and Aon is very excited to continue to assist New Zealanders achieve their aspirations."

There's an added dimension to the Aon deal, with the recognition of the importance of volunteers to help the sport deliver value back to its members and support events for our top athletes.

Paul Scoringe, Athletics New Zealand's Commercial and Marketing Manager said, "Without the generous support and time given by volunteers many sports, like Athletics, wouldn't survive. Aon have very kindly added volunteer apparel for us to attract more volunteers but also thank them for their contribution, which I'm sure will be much appreciated."

A positive aspect to the arrangement with Athletics is that Aon will bring insurance offers through the year to athletics clubs and their members to help them save money on their premiums and ensure they have the right level of cover for their needs.

Says Scoringe, "It was important to both organisations that the arrangement benefited the members as we must stay member-centric in all we do to ensure we as a national body are offering value back to the sport."