

MEDIA RELEASE

Wednesday 1st February 2012



V.I.P. Home Services to be Joint Major Partner of the Port Adelaide Football Club

V.I.P. Home Services has signed on as a Joint Major Partner of the Port Adelaide Football Club.

In 2011, V.I.P. was a Premier Partner for the Port Adelaide Football Club when it was the coaches' sponsor.

As a passionate fan of the Port Adelaide Football Club, Mr Bill Vis, founder of V.I.P Home Services is thrilled the partnership has grown from being a Premier Partner to a Joint Major Partner.

"It's thanks to the great results we have seen from the partnership and the fantastic relationships we have with the club that increasing the sponsorship was an easy decision," said Mr Vis.

"To be partnering with a club that shares similar values and is the only club to be playing in every AFL market in 2012 makes sense from a business and brand exposure perspective. We welcome the club wholeheartedly to the V.I.P. family.

"We are an international company based in Adelaide supporting local sport in our state. By sponsoring the Port Adelaide Football Club we are helping a fantastic, local South Australian club on their journey to success.

"Sport plays such a vital role in our community. Being able to be a Joint Major Partner of the club is about supporting a great team in our own backyard.

"We sponsor a range of different sporting clubs throughout Australia which allows our franchisees to connect and be active and support their local sporting community," said Mr Vis.

Port Adelaide president Brett Duncanson said the new partnership was exciting for both the club and the company, which was founded in Adelaide by Mr Bill Vis in 1979.

"V.I.P. and the Port Adelaide Football Club are a fantastic fit," Mr Duncanson said.

"We are both proudly South Australian organisations with a deep commitment to the community, our supporters and customers, and a passion for everything that we do.

"We share a tradition of teamwork, success and bold ambition, and we are both looking ahead to exciting futures and even bigger things.

"To be able to embrace that journey together at the highest level is a sign of the faith we have in each other and the direction we are headed.

"Add to that Bill's unmistakable passion for Port Adelaide and the club's unprecedented exposure in Australia's greatest and highest profile sporting competition, and we are very powerful partners."

V.I.P. Home Services was the first company to start gardening franchising in 1979. Now, V.I.P. has over 1100 franchises employing over 500 staff with a turnover of \$110,000,000 per annum.

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For media enquiries contact V.I.P.'s Communications Manager, Simone Hawkins on 08 8220 4533 or 0419 739 245 or email simoneh@viphomeservices.com