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MEDIA RELEASE

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SBB Bank and Southland Rugby Referees partnership

The strength of a partnership between SBS Bank and Rugby Southland Referees has been highlighted following the renewal of a major sponsorship agreement for a further three years.

SBS Bank Invercargill manager Neil Bramley said when SBS Bank got on board with the Rugby Referees in 2008 it was always intended to establish a long-standing involvement.

“SBS Bank has always been a long-term supporter of sports in the region and we take great pleasure in further cementing our relationship with the Rugby Southland Referees. It’s an alliance that benefits everyone involved, from the referees and players to our customers, our staff and the sport in general.”

Rugby Southland club rugby manager and referee education officer Keith Crothers said the support of SBS Bank was fundamental to the continued and ongoing success of the Southland referees.

“For around six months of every year our team play an integral role on rugby fields throughout Southland allowing thousands of players of all ages and levels to enjoy their sport and make the best of their games. Rugby Southland couldn’t function without them and many of our referees have excelled to represent the region at both a national and international level, which is extremely rewarding and a great reflection of the strength of our group.

“To have the backing of SBS Bank as our major sponsor for the next three years is a great vote of confidence for us and will help to ensure we can continue to provide the sport of rugby with great service over the coming seasons,” Mr Crothers said.

Mr Bramley said with a proud tradition, spanning 142 years, SBS Bank had always been committed to its customers and its communities and finding ways to provide additional benefits for them.

“The sport of rugby is far reaching in Southland and looking after our referees is just another way we can provide benefits for everyone involved in the game, which includes players, their families and spectators alike.”

CAPTION: SBS Bank Invercargill branch manager Neil Bramley can't believe his luck after being given a red card by Southland international rugby referee Keith Brown. The pair were really celebrating SBS Bank's renewal of their major sponsorship agreement for the Rugby Southland Referees for a further three years.

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