

30 October 2013 | [Operations](#) ^[1]

Virgin Australia becomes Co-Major Partner of the Greater Western Sydney Giants ^[2]

Virgin Australia today announced that it will become a co-major partner of the Greater Western Sydney GIANTS for the next five years.

Under the agreement, the Virgin Australia logo will be displayed on the front of the GIANTS' jumper for home matches in Western Sydney and Canberra and on the back of jumper for away matches. Virgin Australia signage will also feature prominently at home games and the two organisations will work closely together to share digital content with fans and customers.

GIANTS Chairman Tony Shepherd said the club was delighted to welcome Virgin Australia to the GIANTS family.

"Virgin Australia is a very dynamic and innovative brand and we see great synergies with what we are doing at the GIANTS in Western Sydney and Canberra" Mr Shepherd said.

"Virgin Australia's five year commitment is a tremendous endorsement of the GIANTS and we look forward to an exciting future together. With Virgin Australia on board the sky's the limit for the GIANTS."

Virgin Australia CEO John Borghetti said the airline was proud to support the GIANTS during the next chapter of its history.

"Today's announcement follows our recent decision to extend our partnership with the AFL as the official airline of Australia's most popular sport. This is an exciting period of expansion for the game and the GIANTS are at the forefront of this growth," Mr Borghetti said.

"The GIANTS share our desire to take on the established players and win through hard work and building the best team. We look forward to working with the GIANTS as they celebrate more successes in coming years and bring AFL to an entirely new audience in Western Sydney and Canberra."

During the 2013 AFL season, Virgin Australia flew GIANTS players, staff and equipment more than 30,000 km around Australia and supported GIANTS fans in flying to and from games.

Virgin Australia will join Lifebroker as the GIANTS' co-major partner in 2014, replacing Skoda which has been co-major partner of the GIANTS since 2011.

"We thank Skoda for their support and as we approach the 2014 season our home ground will be known as GIANTS Stadium at Sydney Olympic Park. This very clearly brands the GIANTS here at our state of the art venue in Western Sydney," Mr Shepherd said.

The GIANTS will open the 2014 Premiership season against the Sydney Swans in the Battle

of the Bridge at GIANTS Stadium on Saturday March 15.

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