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Virgin Australia becomes major partner of Carlton football club [2]

Virgin Australia, the official airline of the AFL, has today announced it has become a major partner of the Carlton Football Club.

The partnership with Carlton Football Club expands Virgin Australia's strong commitment to the AFL and enhances the connection with fans through the 637,000 devoted Carlton supporters and over 45,000 members nationwide.

As part of its two-year partnership with the club, Virgin Australia will offer special travel packages which will be promoted to Carlton members to help them support their favourite team at both home and away games throughout the season.

In support of Carlton's commitment to enhancing the match day experience, Virgin Australia will also support game day activations during selected home games throughout the season with flight and holiday package giveaways.

Virgin Australia Chief Customer Officer Mark Hassell said: "As proud supporters of the AFL we are very excited to announce our partnership with the Carlton Football Club."

"Carlton is one of the oldest, most historic football clubs in the world and has enjoyed great success on and off the field. Both organisations share a similar philosophy with a strong focus on delivering great value and service to its customers and members."

Carlton CEO Steven Trigg said: "Virgin Australia is a leader in air travel and we are absolutely thrilled to have them as an official partner of the Carlton Football Club."

"Carlton have supporters nationwide and we want to give them the best opportunity to see our team play. This partnership will help make that experience a positive one."

"It's the coming together of two iconic, premium brands and we look forward to growing together."

The agreement marks the first Victorian club partnership by Virgin Australia which also sponsors Greater Western Sydney Giants, Gold Coast SUNS, Fremantle Dockers and the West Coast Eagles.

Each year Virgin Australia carries the 18 AFL teams on more than 300 flights, travelling more than 450,000km, and provides thousands of extra seats to fans.

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