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## Backing Club and County

### GAA and AIB announce ground breaking new partnership agreement

**Croke Park, 20<sup>th</sup> February:** The GAA and AIB today announced a unique new partnership agreement that will unite club and county for the first time under one sponsor. AIB, partner of the AIB GAA Club Championships for the last 23 years, will also now sponsor the GAA Football All Ireland Senior Championships.

AIB will replace GAAGO as one of the three sponsors of the GAA All Ireland Senior Football Championships in an initial three-year partnership.

The new agreement will link the AIB GAA Club Championships and the GAA Football All Ireland Senior Championship under one sponsor for the first time in the history of the GAA.

AIB has also extended the current sponsorship of the AIB GAA Club Championship and the AIB Camogie Club Championships until the end of March 2018.

Commenting on the sponsorship, Uachtarán Cumann Luthchleas Gael, Liam O'Neill said:

"We are delighted to announce our new and extended partnership with AIB and we look forward to working with them over the next three years.

"Their work with and support of the AIB Club Championships over the last 23 years is one of the most successful partnerships in Irish sport and we are confident that the alliance will have a similar impact on the GAA Football Championship.

"The extension of their sponsorship to the Camogie Club Championship is another important aspect of this arrangement and this partnership has benefits right across the GAA family."

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Bernard Byrne, Director of Retail and Business Banking at AIB, said:

“We are delighted to further deepen our long standing partnership with the GAA through our new sponsorship of the GAA All Ireland Senior Football Championships and also, to be the first sponsor to back both club and county.

The Football Championship is a fantastic competition, one that captivates all sports fans across the summer months, and we are very much looking forward to now being able to support the GAA over the full calendar year, as the focus moves from the AIB GAA and Camogie Club championships and into the GAA Football All Ireland Senior Championships. “

AIB will join Supervalu and Eircom as the three sponsors of the GAA All-Ireland Senior Football Championships, and will retain their title sponsorship of the AIB GAA Club Championship and the AIB Camogie Club Championship.

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