

GNS China joins Perth Glory Youth in A\$1 million 2-year deal

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by Steve Nelkovski, perthglory.com.au

The Perth Glory Football club is delighted to announce that GNS China will become the club's Youth team major sponsor for seasons 2010/11 and 2011/2012, in a deal valued at A\$1 million dollars.

Just three days before the Youth team's first Grand Final appearance, the sponsorship agreement is a major coup for Perth Glory.

A key aspect of the sponsorship is for GNS China to assist Perth Glory in developing initiatives that will assist the club forge close ties with China and Chinese companies, both in Australia and China.

"In my business life I have always embraced and worked hard to build a strong relationship with China, and I see a partnership with one of our trading partners as a key ingredient in the successful development of Australian assets," said Perth Glory owner and Chairman, Mr Tony Sage.

"This sponsorship is not only important in terms of the cash value to the club, it will also see the Perth Glory brand prominently positioned in China and amongst the Chinese community of Western Australia, and will help the club develop its assets, namely its players and coaching staff."

"In addition, Perth Glory will actively embrace China, through participation in youth tournaments, pre-season and/or in-season tours," he added.



Tony Sage announces GNS China deal
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The Perth Glory / GNS China partnership is significant on a number of fronts:

- It's the first sponsorship by a Chinese firm of an A-League Youth team.
- Perth Glory Youth will now play and visit China in the next 12 months and have already committed to playing in a prestigious international youth tournament.

The China Weifang tournament will be held in the beginning of August 2010 and lasts for one week. Each team will play at least four games and the tournament includes two Chinese teams (China National Youth team and Shandong LuNeng FC), plus foreign teams (such as the Korean National Youth team and the Japanese National Youth team).

- Perth Glory's league team is also looking to visit China during the FIFA break in Oct/Nov 2010 and/or during the pre-season.

GNS China is a corporate and investment advisory company which over the past two decades has assisted organisations undertake business and investment between China, Australia and other Asian markets.

"The involvement with sport is akin to our holistic way of doing business in China. Accordingly, our sponsorship of Perth Glory represents a significant step in building a more complete relationship platform between China and Western Australia, given the volume of energy and resources activities between those markets," Said GNS China CEO and Managing Director, Mr Kent Matla.

Perth Glory Youth will play Gold Coast United this Saturday for the National Youth Championship. The Grand Final will be played at Melbourne's Etihad Stadium, kick-off is at noon.