

## Standard Chartered Bank holds a match viewing for its top clients for the Liverpool Vs Arsenal Game.

Standard Chartered Bank in 2010 launched the four-year deal to be the main sponsors of the Liverpool Football club. This weekend, Clients and staff gathered to watch one of the football club's games of the season on Saturday March 3<sup>rd</sup> 2012 against rivals Arsenal FC.

The game was shown at the Kairaba Beach Hotel, and clients and staff were treated to promotional material, games, snacks and refreshments. During the event the games played were predict-the-score, and a quiz, giving clients the chance to win various Standard Chartered promotional items.

The event was MC'd by Veteran Sports personality Besenti Mendy who kept the crowd entertained with facts, figures jokes and anecdotes, and led the games in which spectators won the various prizes.

Standard Chartered's sponsorship officially kicked off on the 1st July, 2010. With a comprehensive rights package, sponsorship of the iconic football club is set to provide the bank with a platform to significantly accelerate the bank's brand awareness across their core markets in Asia, Africa and the Middle East. The new Liverpool shirt ensure Standard Chartered's logo and Trust Mark highly visible around the world, and key component of the bank's international brand build-out through this sponsorship, in conjunction with its recently launched '**Here for good**' Brand campaign. **Here for good** is the bank's new brand promise, which, according to the CEO, is as inspirational as it is aspirational.

2010 was a step-change in Standard Chartered's brand visibility and recognition. Liverpool FC is one of the world's most famous football clubs, with a huge fan base across the world. More than one fifth of the world's population are football fans who at some point or another will be exposed to the Standard Chartered logo during Liverpool FC games.

Humphrey Mukwereza, CEO, Standard Chartered Bank Gambia said: "Whether you love, hate or love to hate Liverpool, it's difficult to deny the brand exposure offered by the team and its position in various football leagues. Liverpool will drive positive appraisal of the bank's brand amongst their staff and with our other external stakeholders. It will also bring more focus to the bank's Corporate Social Responsibility initiatives." He added that the sponsorship contract will take the exposure of the Standard Chartered brand to the next level. "We want to become a household name and visibility is one way of achieving this."

Some Standard Chartered Bank staff were wearing the Standard Chartered branded jerseys at the event, as were some clients. Each invited guest received branded polo shirts, caps, footballs, pens, bags, mugs, etc.