

# press release

## Standard Chartered and Liverpool FC kick off sponsorship

**London, 1st July 2010** – The sponsorship agreement between Standard Chartered and Liverpool FC will commence on July 1st 2010. The four year partnership is designed to build global brand awareness and provide compelling promotional opportunities that will help build Standard Chartered's business and create commercial opportunities for Liverpool FC.

As part of the agreement, the Bank's name will feature on the Club's iconic team shirts, on training wear, inside Anfield, at the Academy and Melwood, as well as across all Club media. Based on the global popularity of Liverpool FC the cumulative impact of branding opportunities will deliver a significant uplift in brand awareness across all regions including Asia, Africa and the Middle East.

Aside from branding, Standard Chartered will have unprecedented access to management and players, past and present, as well as a host of unique experiences that will be used to give customers and clients around the world better access to the Club.

Standard Chartered intends to use the sponsorship to demonstrate its commitment to customers, clients, employees and the communities in which we operate. For example:

- The club has committed to tour in our major markets twice during the term of the contract. Standard Chartered will support these events with significant promotional activities
- Football clinics, featuring club officials and coaches, will take place across the world, starting with Kenya in August 2010. The clinics will give people a unique insight into Liverpool FC and the opportunity to experience the Club first hand
- Players, past and present, will participate in customer promotions in markets world-wide, particularly Asia, Africa and Middle East
- We will share some of the benefits of the partnership with the local communities in and around Liverpool

Peter Sands, Group Chief Executive of Standard Chartered PLC, said: 'Today marks the start of an exciting step in the long history of Standard Chartered. Never before have we embarked on a global sponsorship of this scale and we look forward to working with Liverpool FC on a range of activities that will be mutually beneficial. Football is the world's most popular sport and Liverpool FC has a long tradition of success. We are eagerly looking forward to the new season.'

Patrick Gillot, Japan CEO, also said: 'The number of people interested in football is dramatically increasing in Japan thanks to the World Cup. Standard Chartered, celebrating its 130 years presence in Japan this year, is proud to begin the long term relationship with Liverpool FC who is the most successful team in the history of England football club.'

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## **Note to Editors:**

### **Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information, please visit: [www.standardchartered.com](http://www.standardchartered.com)

### **Liverpool Football Club**

Liverpool FC is one of the world's most famous football clubs. Founded in 1892, Liverpool is England's most successful club, winning a record 18 League Titles, seven FA Cups, seven League Cups, five European Cups and the UEFA Cup on three occasions. Liverpool can also lay claim to 15 Charity Shield wins and three European Super Cup successes.

The unprecedented success of the modern era began under legendary manager Bill Shankly and has continued through to the famous Champions League win in Istanbul, a game widely acknowledged as one of the greatest in footballing history.

Liverpool's passionate supporters, centred around the world famous Kop, also saw further success in the 2006 FA Cup and a second appearance in three years in the Champions League final 12 months later in Athens.

The Club continues to grow and is committed to the construction of a new 60,000 seat LFC Stadium. Liverpool FC has already invested significant sums in the restoration of nearby Stanley Park, the Isla Gladstone Conservatory and other regeneration initiatives in the Anfield area. Its outstanding work in the local community has recently been recognised by the award of the national CommunityMark accolade.

For more information on Liverpool Football club please visit [www.liverpoolfc.tv](http://www.liverpoolfc.tv)