

# press release

## Standard Chartered Japan Hosts All England Cup 2013 Futsal Tournament

**- Win a trip to the Liverpool FC home match at Anfield! -**

**Tokyo, 10<sup>th</sup> December 2012** - Standard Chartered Bank is pleased to announce that it will again co-host the 3<sup>rd</sup> All England Cup Futsal Tournament with Virgin Atlantic Airways in March 2013. The application window is open from today.

As the main sponsor of Liverpool FC, the Bank had offered various promotional activities here in Japan too. The winning team will receive an award trip to Anfield to see the Liverpool FC home match via Virgin Atlantic Airways flight. In the past two tournaments we hosted since last year, participating teams had heated matches to win this award.

### < Event Details >

- Date: 9 March 2013                      - Venue: [Ramos Field Indoor Futsal](#) (2-11-2 Shinonome, Koto-ku, Tokyo)
- Prizes: **The winning team** will receive the home match tickets for Liverpool FC vs Chelsea FC at Anfield stadium with Standard Chartered hospitality, and a round trip flight tickets (economy class) between Narita and London of Virgin Atlantic Airways for 7. **Runner up team** will receive Liverpool FC home jersey and Virgin Atlantic original sport towel for 7.
- Entry period: 10 December 2012 to 31 January 2013
- How to enter: Download the application form from [Virgin Atlantic Airways website](#) (Japanese only) to fill in the information required, and apply as stated.
- Announcement: 32 shortlisted teams will be notified on 8 February 2013.

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For further information please contact:

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## **Notes to Editors:**

### **Standard Chartered's sponsorship of Liverpool FC**

On 14th September 2009, Liverpool FC and Standard Chartered Bank announced a four-year deal in which the Bank became the Club's main sponsor. The agreement, which began in July 2010 and runs through to the end of the 2013-14 season, sees Standard Chartered's name and logo appear on the Liverpool FC shirt. This is the largest commercial agreement in the Club's history. As official club sponsors, Standard Chartered enjoy a major rights package which provides a platform to significantly step up the Bank's brand awareness across its core markets in Asia, Africa and the Middle East.

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

Standard Chartered is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90 per cent of its 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. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities for nearly 87,000 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. Standard Chartered's heritage and values are expressed in its brand promise, "Here for good".

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