



MEDIA RELEASE

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EAGLECREST JOINS LAUNCESTON TORNADOES IN A MAJOR WAY

The St.LukesHealth Launceston Tornadoes are excited to announce that Eaglecrest Technologies has joined the club as a Major Sponsor for the next 3 years. This brand news sponsorship is another major boost for the club, on the back of the recent announcement of St.LukesHealth as new Naming Rights Partner, as they embark on a new era of basketball in the Victorian based Elite League.

On the announcement today Tornadoes Chair Janie Finlay said "We are thrilled to be able to announce Eaglecrest Technologies as our new Major Sponsor for the next 3 seasons. We have been working really hard since the end of the season with our current and new sponsors, and to secure a business like Eaglecrest on a long-term agreement is a fantastic outcome. Our values are very similar in that we understand the importance of the community, encouraging young people to supporting them to reach their goals."

Eaglecrest CEO David Pretorius said "What we saw last season was a community come together to support a super exciting and engaging sporting team. The shared sense of community, young people, being active, diversity, mentoring and above all, 'family' shone through so brightly. Our Eaglecrest family could not help but be strongly drawn towards the Tornadoes. It made complete sense!"

Based in Launceston Eaglecrest Technologies are expanding their operations throughout the rest of Tasmania.

"Eaglecrest is a diverse, committed family of IT specialists that focuses on putting the needs of our customers first. Our partnerships with our clients are unique in the face that we continually endeavor to put them at the center of all our business decisions to ensure we create a community of satisfied and motivated clients to allow them to succeed in what they do best. We are constantly striving to allow our clients to be "free to do" by using technology to compliment and assist them day-to-day to achieve their





goals. We hope to bring the same attitude to our partnership with the Tornadoes and grow with them.” Pretorius added.

The Tornadoes have now announced a new Naming Rights Partner in St.LukesHealth and now Eaglecrest Technologies as a new Major Sponsor for the 2019 season with more announcements to follow soon.

Sponsors at the Major Level receive exposure and recognition with their logos placed on the player’s uniform, travel gear and also have signage placed on the Tornadoes home court at Elphin Stadium. Tornadoes players and coaching staff also support their sponsors by engaging in community events and sponsors activities representing them as role models to a wide variety of groups in the local community.

“We hope to finalise our Major Sponsor announcements soon which will really secure our financial position for the next few years. Sponsorship is extremely important to our club and we are extremely grateful for all those local businesses that continue support the Launceston Tornadoes. We look forward to speaking with many new businesses about player sponsorships and corporate boxes once the season details and our playing squad is announced over the next couple of months. There is still an opportunity for any businesses out there who would like to be involved with a local sporting club competing on the national stage to contact us.” Finlay added.

The Tornadoes are currently working with Basketball Victoria on the details of the new Elite League with information on the new competition to be finalised at a meeting between all clubs in early December in Melbourne. The league has confirmed that 18 teams will compete in the new league with 20 games making up the regular season. Basketball Victoria has also indicated that the league will be run under many of the same regulations as the previous competition with player eligibility, game regulations and venue requirements to be brought over from the SEABL competition.

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Contact: General Manager Corey Ackerly – 0417 037 337

