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## **iSelect announces landmark sponsorship of Bayside United Football Club**

### ***First major Australian corporate to sponsor local women's soccer***

Leading online comparison service [iSelect](#) is the first major sponsor of newly-founded female soccer club Bayside United FC, part of the new Women's National Premier League (WNPL).

The two-year deal is worth \$30,000 a year and represents the first time in Australia a major corporation has sponsored a local female soccer club.

iSelect is the largest employer in Melbourne's Bayside region and sees the Bayside United FC sponsorship as a way to get more involved in the local community.

David Christie, iSelect's Chief Administrative Officer, said the company was incredibly proud to be involved in grassroots female sport and described the partnership as a fantastic way for the company to give back to the local area.

"We have more than 700 employees, most of them young and over half of them female so it makes sense for us to support something that will resonate with them. As a supplier of health insurance, we're also passionate about activities and services that contribute to people's wellbeing," David explained.

"We believe grass roots female sports still has a long way to go in catching up to their male counterparts. We're encouraging other businesses – whether they be national or local – to get involved with female sport at a community level so it can continue to grow."

Bayside United's jerseys will prominently feature iSelect's iconic orange logo and iSelect is working with Bayside on other promotional opportunities, including ways for their employees – many of whom live locally – to get involved with the club.

Matilda's defender Steph Catley is an ambassador for Bayside United having grown up and played in the area before going on to play for Melbourne Victory and now Melbourne City.

Steph said she was thrilled to learn of iSelect's generous financial commitment to nurturing girls' soccer in the Bayside area.

"I'm well aware of the challenges female teams face in securing corporate sponsorship and the necessary funds required to operate a team at a high level.

"I know how much this money will mean to scores of promising young Bayside girls who dream of making it to elite levels... this sponsorship can help make their dreams a reality."

Bayside United's Jane Dando said the club was ecstatic about the two-year sponsorship deal.

"We are absolutely rapt as iSelect's sponsorship will give us the financial stability to do so much more for the up and coming female players in our area," Jane said.

"Our immediate plan is to get even more specialist coaches in to train our players but in the longer term we hope to one day fund our own grounds and clubrooms. The club will also give back to our five local soccer clubs by providing coaching clinics and other opportunities to girls who aspire to play with Bayside in the WNPL."

Bayside United FC is part of the new Women's National Premier League (WNPL), which is a pathway club for elite female players into the Westfield W-League and ultimately the Matilda's.

The club has 70 girls and women playing across four teams – seniors (adults), under 18s, under 15s and under 13s. Players mostly come from five local soccer clubs in the Bayside area: Bayside Argonauts, Beaumaris, Brighton, Hampton Junior and Sandringham.

**ENDS**

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**About iSelect**

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iSelect is Australia's leading online comparison service, providing Australian consumers with trusted product comparison and advice on more than 12,500 insurance, energy, personal finance and broadband products from over 85 partner providers. With a household brand that attracts over 7 million unique visitors to its website every year, iSelect now distributes 1 in 5 of all private health insurance policies in Australia. Owing to its digitally enabled and customer-centric advice model, iSelect continues to grow its market-leading position in health insurance, energy, life insurance and personal finance comparison. [www.iselect.com.au](http://www.iselect.com.au)