



## **iSelect increases partnership with Melbourne Football Club**

Melbourne Football Club is proud to announce that [iSelect](#) have strengthened their ties with the Club, and upgraded their partnership to Co-Principal Partner for the 2017 and 2018 AFL seasons.

iSelect initially signed on in late 2016 as the Club's inaugural major partner of the women's team and saw this as an opportunity to build on the success of their 'Breakthrough' AFLW alignment by broadening the partnership to include the AFL.

iSelect's logo will now feature on the back of the men's guernsey, in addition to the front and back of the women's team guernsey.

Melbourne Football Club CEO Peter Jackson said "We are really proud of our partnership with iSelect. They first aligned with our AFLW team off the back of our pioneering leadership within the women's game.

"For iSelect to broaden their partnership, and increase their investment to become our Co-Principal Partner is a significant achievement for the Club and reflects the strength of the AFLW platform on which the partnership was established.

"The fact that this is the first instance, on this scale, of an AFLW sponsor growing into a sponsorship of the men's team is a really considerable step for our code.

"We are on an exciting journey as a Club and believe that our men's and women's teams can achieve something special over the next few years. We thank Scott and his team for their commitment and genuine partnership, and look forward to continuing this journey together.

iSelect CEO & Managing Director Scott Wilson said iSelect was excited to build on their successful partnership with Melbourne to become co-principal partner of their men's AFL team.

"We're really proud to have been involved with Melbourne's women's team from the very beginning and have been overwhelmed by the level of community support for the inaugural AFLW season.

"When the opportunity came up to expand on our ground-breaking AFLW partnership by also sponsoring their men's AFL team, we jumped at it. In line with Melbourne's 'one club, two teams' approach, we don't see them as separate sponsorships but rather as an opportunity to extend our partnership with the whole club.

"As a young, entrepreneurial company, Melbourne's pioneering spirit really resonates with us. Melbourne wrote the rules to the game and more recently paved the way for the AFLW. iSelect has a history as a market disrupter and now we're shaking things up by establishing an entirely new category as we launch Australia's 'Life Admin Store'™.

"Melbourne is showing fantastic momentum both on and off the field. They've just reached a record milestone 40,000 members and we are thrilled to be a part of their exciting growth journey. We hope to be standing alongside both their women's and men's teams for many more breakthroughs over the coming years."

The iSelect logo proudly displayed on the back of Melbourne's guernsey during the Club's win against Adelaide at Adelaide Oval on Saturday Night.

## About iSelect

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At iSelect, we get that most people find insurance, utilities and personal finance boring. But we understand that it's really important to always get these things right. As Australia's life admin store, iSelect gives customers the confidence to make the right call on some of the things that matter most.

Last year, more than 9 million Australians visited our website and we provided recommendations to over 6 million customers. But we are much more than just another online comparison website. Our highly-trained experts at iSelect HQ help customers to choose and buy from thousands of available policies, products and plans. And we provide our advice at no cost to the customer.

We compare and sell some of Australia's biggest brands but are proud that, unlike other comparison sites, we are not owned by an insurance company. From health and life insurance through to energy and broadband, as well as car insurance and home loans, iSelect helps Australians take care of the boring but important stuff. [www.home.iselect](http://www.home.iselect)

**For more information please contact Ryan Larkin on 0400 072 744**

