



iSelect join as major sponsor of women's team

The Melbourne Football Club is proud to announce that [iSelect](#) have joined the Club as the inaugural major sponsor of Melbourne women's football team.

The three-year partnership will begin in 2017 for the inaugural season of the National Women's League. The iSelect logo will proudly sit on the front and back of the Melbourne gurnsey until at least the end of the 2019 season.

Melbourne Football Club CEO Peter Jackson said it was an important day for the Club and for its women's football program.

"We see this as a really significant announcement on the eve of the inaugural National Women's League and we are delighted to be partnering with iSelect for at least the next three years."

"For us to attract a new partner to the club off the back of our work in women's football is great reflection of the genuine commitment we have for supporting women and girls who play football."

"This partnership is a great accomplishment, not only for women's football but women's sport in general. The long-term nature of the deal gives us the ability to further invest in our women's football program and the development of the game overall."

"It's a great endorsement of the Melbourne Football Club and our pioneering efforts in helping to establish women's football at the elite level. It also shows great foresight by iSelect, who in their own field are a pioneering company, to see the value and future potential of the National Women's League."

iSelect CEO Scott Wilson said iSelect was excited to have the opportunity partner with Melbourne FC's women's team from the very beginning and help grow women's AFL at the elite level.

"With females making up more than half of iSelect's customers, it was a no-brainer for us to support women's sport. Women's football is growing, with participation in women's football tripling over the past five years. We already sponsor a local women's soccer club in the Bayside area so it made sense to build on that by sponsoring a female AFL team and Melbourne just felt like the right fit."

"Melbourne have pioneered women's AFL football at the elite level and as a young, entrepreneurial company, that pioneering spirit is something we can relate to at iSelect. Their 'Dream Bigger' philosophy really resonated with us. As a market disrupter, we're not afraid to take risks and do things differently. And as a supplier of health insurance, we're also passionate about activities and services that contribute to people's health and wellbeing."

"This partnership is not just about sticking our logo on the jumpers. Although we're sponsoring the women's team first and foremost, we see this as a proactive partnership with the club as a whole and we're looking for more ways to get involved with their many community endeavours with Melbourne."

"At iSelect, we're all about giving our customers confidence, the confidence to make the right decision on some of the things that matter most. And we're thrilled to partner with Melbourne and give their female players confidence as they head into the inaugural NWL season."

About iSelect

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 8 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 to be 100% independently owned. 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. <http://www.iselect.com.au/>

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