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## TOTE SPONSORS TASMANIAN AFL TEAM

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TOTE Tasmania today announced it will be a major Tasmanian sponsor of the future Tasmanian Football team.

TOTE Tasmania chairman Michael Kent said TOTE will commit \$500,000 for five years - \$100,000 a year – when Tasmania wins a licence from the AFL.

“TOTE has always been a strong supporter of the Tasmanian AFL Bid and has watched with great interest as support has grown in Tasmania and interstate,” Mr Kent said.

“We believe that Tasmania will present an economically sustainable submission to the AFL later this year.”

“We also believe that there are historical connections between the Tasmanian racing and football communities for the past 100 years.”

“A Tasmanian AFL team would bring great economic benefits to both Launceston and the rest of Tasmania in terms of tourism and general economic activity in the North of the State.”

“We have already seen the success of four AFL games at Aurora Stadium; the impact of 11 games a year would be even more substantial.”

“Football is like racing, it attracts support from the broad cross-section of the community – from national and international boardrooms to the punter in the stand or in the TOTE.”

“Like people support the great racehorses, Tasmanians and other Australians will support a Tasmanian AFL team.”

Mr Kent, a former Tasmanian Football League Commissioner, said TOTE Tasmania was already involved in the AFL football industry.

“Last year TOTE customers bet around \$4.7 million on AFL football via TOTE’s hotels, retail outlets, telephone betting, internet and on-course.”

“We believe that we should honor that interest from our customer base and support a future Tasmanian AFL team. We also believe that such support will inturn further grow TAB Sportsbet turnover on Tasmania’s AFL team and on AFL and TAB Sportsbet via the TOTE generally.”

“Around Australia, people believe that Tasmania deserves its chance in the AFL, in terms of our football history and the players and characters who have made their names at AFL/VFL levels.”

“But more importantly, I have full confidence that the case we put to the AFL will be financially viable, which is the only way to proceed.”

“TOTE Tasmania is confident we can generate and bring great interest – both in terms of general support and future sponsorship – to the future Tasmanian AFL team.”

Mr Kent said the recent Herald-Sun survey, which showed more than 80% of respondents supported a Tasmanian team in the AFL, was extremely positive.

“We also know that some 25% of Tasmanians surveyed have indicated they would join the new club.”

“This is a tremendous statistic.”

“The major sponsorships of MARS and Tasmania’s major financial institution MyState show that there is substantial and growing corporate support for the Tasmanian AFL Bid.”

“TOTE Tasmania is proud to add its name to that list and looks forward to contributing \$500,000 when the AFL grants Tasmania a licence.”