



Paula Wriedt, MP

Minister for Economic Development and
Tourism

Thursday, 31 July 2008

Mars Commits to Sponsor Tasmania AFL Team

The Minister for Economic Development and Tourism Paula Wriedt tonight announced confectionery giant Mars as the first major corporate sponsor of the Tasmanian AFL bid and future Tasmanian Football Club.

“Mars has committed \$4 million for three years for a Tasmanian AFL team,” Ms Wriedt said.

“This is a tremendous boost for our bid, proving well and truly a Tasmanian team not only has the capacity to attract a major sponsor, but has already managed to get one signed up.”

Ms Wriedt said as part of Mars’ commitment to the Tasmanian bid, the company will change the name of the number one selling chocolate bar in Australia to help promote Tasmania’s cause.

“Mars will change the name of its Mars bar to Believe for a month.

“This is the first time Mars bars have been rebranded in Australia. It is certainly a measure of how much Mars believes in Tasmania’s bid.

“The only other time Mars has done this was in the UK to rally England’s soccer fans for the 2006 World Cup.”

Ms Wriedt said Tasmania believes it will deliver a professional, financially-sound licence bid for the AFL to consider.

“We also believe that we have the growing support of Tasmanians here and interstate and the majority of football followers across Australia.”

Ms Wriedt said the agreement with Mars will see three million Believe bars sold in more than 10,000 retail outlets. Each Believe bar will carry a number to which people can SMS their support for the Tasmanian bid.

“This endorsement from Mars underlines that the State Government is serious about convincing the AFL that Tasmania should have a team.

“It shows clearly we can deliver on critical elements that make for a sustainable AFL team and we are extremely pleased to have formed this partnership with Mars.”

Ms Wriedt said she was confident the announcement would give the bid further momentum, reiterating that Tasmania’s only goal was to convince the AFL to grant the State an AFL licence.

“We are not necessarily competing with either the Western Sydney or the Gold Coast licence bids; we just want to show the AFL that we have a compelling case for a team.

“However and whenever a licence becomes available, we will be ready with a sound, sustainable business case.

“Whether through further AFL expansion, teams merging or a team relocating – Tasmania will be ready.

“We don’t wish any club any misfortune or financial hardship, but we owe it to Tasmanians to present the best possible case for our own AFL team. I am delighted that Mars has come on board to help us with the task.”

Further information: Tasmanian Government Communications Unit
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