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FOR IMMEDIATE RELEASE

HEADLINE: TripADeal announces sponsorship of the BBL's Melbourne Stars.

- TripADeal announce premiere sponsorship of the Melbourne Stars
- Logo to be featured on the right sleeve of the BBL12 playing top
- This new sponsorship marks the fourth sporting team TripADeal have partnerships with.

Byron Bay, Australia - Online travel agent TripADeal has penned a sponsorship deal with the BBL's Melbourne Stars as their Premier Partner for BBL12.

The partnership will see TripADeal featured on the right sleeve of the BBL12 playing top, as well as LED signage at Stars games and integration within the Stars' social media assets.

Blair Crouch, General Manager of the Melbourne Stars, said: "It's wonderful to welcome TripADeal to the Stars Family. After meeting with the team earlier this year, it became very clear that both organisations share a number of similar values and ambitions, and we look forward to bringing them to life throughout BBL12. We think this partnership will help connect Stars members and fans with TripADeal like never before."

Richard Johnston, Co-founder of TripADeal, said: "TripADeal is excited to join the Stars family and support them for the upcoming season. At TripADeal, we have a long legacy of backing teams that have strong community roots, and to give back to the Stars in this way is meaningful. We're really stoked to see how they perform this season. Sport touches everyone, and it's a wonderful way for people from all walks of life to connect. We're just glad we get to be a part of that story for The Stars and support healthy competition. We live for sport and the fans!"

The Stars partnership brings the total tally to four sporting teams that the Byron Bay online travel agency sponsors, joining NRL teams the Manly Sea Eagles and St George Illawarra Dragons and AFL team Carlton, showing the brand's support of sport and the unity it provides.

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About TripADeal

TripADeal is an online travel agent offering bucket list tour, cruise and escape packages at unbelievable prices to every continent, including Antarctica, sending 60,000+ travellers around the world every year. TripADeal was founded in 2011 by Norm Black and Richard Johnston and is based in Byron Bay, Australia. TripADeal was voted 'Best Online Travel Agency' by AFTA, the Australian Federation of Travel Agents, in 2017 and topped the Financial Review Fast 100 list for 2016 and 2017. In 2020, the company partnered with investor BGH Capital (BGH), and in May 2022, they announced a partnership with Qantas.

For more information or comment, contact Carlos Sanchez at carlos.sanchez@tripadeal.com.au .