

## **COVENTRY/AUSTRALIAN BUSINESS KITS OUT COV UNITED**

Coventry United Football Club is delighted to announce a new sponsorship deal with a successful Australian based business.

The Club – who has recently announced they will be playing its home games at The Butts Park Arena next season – has made the deal with global consultative services company Point2 Solutions Pty Ltd. Point2 Solutions Pty Ltd whose brand name will appear on the teams shorts; join the Clubs main sponsors Graham The Plumbers' Merchant, whose name appears on the shirts, as Coventry United, look forward to kicking off the 2017-18 football season.

Fraser Griggs, the Managing Director of Point2 Solutions Pty Ltd, said: “Although I am based in Perth, Australia, I was born and bred in Eastern Green, Coventry, and some of my family are still based in the area. Coventry is a very important part of my life and I have been watching the growth of Coventry United F.C. both as part of the sporting landscape, and in the community of ‘My City’ with a great deal of excitement. When I had the opportunity to be involved with the Club, I jumped at the opportunity.”

Peter Reynolds, Chairman of Coventry United F.C., said: “We are really excited to have Fraser and Point2 Solutions on board as a sponsor. The company joins our main sponsor Graham The Plumbers' Merchant as we make plans for our most exciting season yet and our City Centre kick off at The Butts Park Arena.”

Peter added: “Since our formation in 2013, we have enjoyed three successful promotions with our men’s team, and now play in the Midland League Premier Division. Additionally, Coventry United Ladies F.C. is doing well in the FA Women’s Premier League Southern Division and our academy is developing talented young footballers. These sponsorships will really help us to deliver our mission to run a successful and respected football club for the enjoyment and benefit of the people of Coventry. We have community involvement at our heart and are building our Club on the principles of fairness, equality, innovation, integrity and transparency.”

**MORE/**

Point2 Solutions who are based in Perth, Australia, but operate globally, provide targeted global consultancy services to evaluate and redefine operational planning processes across business environments to align process and system outcomes with business objectives. They specialize in supply chain and logistics management, resource planning, business process improvement, operations management, systems evaluation and design, operational forecasting and planning, business process evaluation and redesign.

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