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Premier League signing for Asset Alliance Group as it agrees new sponsorship deal with AFC Bournemouth

Asset Alliance Group has signed a two-year sponsorship contract with AFC Bournemouth, its first ever partnership with a Premier League football club.

The commercial vehicle specialist becomes an Official Partner of the south coast club, an agreement which includes LED advertising and other sponsorship rights at the Vitality Stadium.

The new deal officially kicked off at Sunday's home match against Nottingham Forest.

Grant Law, Marketing Director of Asset Alliance Group, says: "This is a fantastic partnership for our business and comes at an exciting time in our 2024 growth strategy.

"We're relishing the opportunity to work with the club to support their ambitions on and off the field. Aligning with an established and growing Premier League club will only bolster Asset Alliance Group's burgeoning reputation in the UK transport industry."

AFC Bournemouth Commercial Director, Rob Mitchell, says: "We're thrilled to welcome Asset Alliance Group as an Official Partner of the club. We're looking forward to working closely with the company and developing a strong partnership over the next two years. They are an organisation that shares our ambition for success and it's great to have them on board."

Asset Alliance Group joins four other second tier sponsors of AFC Bournemouth, which has two principal partners and a further 10 corporate supporters and suppliers.

The sponsorship comes a month after Asset Alliance Group launched a new bus and coach rental offering and opened a fourth sales depot at Trafford Park in Manchester, as part of its ambitious growth plans for 2024.

ENDS

Note to editors:

Asset Alliance Group has redefined the way companies acquire transport and logistics vehicles and occupies a unique position in the market, as it uses its own funds and significant buying power to supply multi-brand truck, trailer, bus and coach vehicles on any combination of contract hire, operating lease, finance lease or hire purchase. This flexibility, combined with a transparent and consultative approach, helps customers drive maximum efficiency from their fleets.

Asset Alliance Group also stands out for maintaining full control of residual risk through its retail arm, which protects customers from overly strict return conditions commonplace in the industry.

The Group operates across five UK sites and is headquartered in Wolverhampton.

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