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## **Naming rights extension creates South Australian sponsorship history**

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2nd November 2006

Clipsal Australia today announced an extension of its Clipsal 500 sponsorship to the year 2015.

The current sponsorship agreement between Clipsal Australia and the Adelaide 500 office concludes in 2008. The new multimillion dollar agreement extends the sponsorship for another seven years and will conclude in 2015. The sponsorship is the biggest in the South Australian sporting arena.

“We are proud to put our name to the state’s flagship sporting event for an additional seven years, said Erik Scholz, Clipsal Australia Executive General Manager.

“The race provides a fabulous platform to entertain our many customer groups who join us from around Australia and across the world. The race is commonly referred to as ‘The Clipsal’. Few if any sponsors can claim ownership of an event the way we do.”

2007 will be Clipsal Australia’s 8th time as the naming rights sponsor of the race event since its inception in 1999. Clipsal Australia has supported the event every year and next year will continue to see the race form a strategic part of the Clipsal marketing program to entertain electrical contractor customers and loyal Clipsal supporters.

Clipsal Australia will have approximately 2000 customers at the race from Australia, New Zealand, Asia, South Africa, Europe and the USA.

Once again the Clipsal Promotional Truck will be on display at the track for the third consecutive year, showcasing the latest Clipsal products on offer.

Clipsal Australia will continue to promote the “every room, every home” campaign as part of the event, directing those who are renovating or building to get a copy of the new 2007 edition of the Essential Checklist.

**For further information visit [clipsal.com](http://clipsal.com)**

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