



Media Release  
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### **Lloyd's FC and Sportscover sign sponsorship deal**

Specialist sports and leisure Lloyd's syndicate Sportscover 3334 has signed a sponsorship agreement with Lloyd's Football Club which will provide further exposure for the Sportscover brand within the Lloyd's market.

Described as a 'natural fit' by Sportscover Underwriting Limited CEO, Matthew Riley, the arrangement means that the Sportscover 3334 name will feature on Lloyd's FC shirt fronts for all representative games played in the UK and overseas. As part of the deal the annual Lloyd's Market football competition, which was won by broker Aon last season, will be known as the 'Lloyd's Community Shield Sponsored by Sportscover' and Sportscover will present the annual Player of the Year award.

Graham Bell, Chairman of Lloyd's FC, said, "We are delighted to have concluded this agreement with the only dedicated sports and leisure syndicate in the Lloyd's market. Both parties see this as the start of a long term relationship which will have significant mutual benefits".

Matthew Riley commented, "Sportscover has a long history of supporting community sport through sponsorship, training, education and advice and so it is a great pleasure to partner with one of the principal social clubs for the Lloyd's community, Lloyd's Football Club. It really is a natural fit for us given we are a Lloyd's specialist sports and leisure underwriter and insure a large number of football clubs and associations in the UK, Europe, Australia and beyond."



From Left: Murray Anderson, 3334 Deputy Underwriter, Matthew Riley, CEO of Managing Agent Sportscover Underwriting Ltd, Graham Bell, Chairman of Lloyd's FC.

*Sportscover is one of the world's leading sports and leisure insurance services groups with offices in London, Melbourne, Sydney, Shanghai and the Pacific. Using a worldwide broker network, Sportscover specialises in accident, liability, property, travel and contingency insurances for sport and leisure. Managed by Sportscover Underwriting Ltd. SCS 3334 benefits from Lloyd's market rating and is the only A rated dedicated sports and leisure insurer in the world.*

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