

A big deal for little teams: The Big Little Sponsorship

Auckland – 12 June 2018 – Former All Black Keven Mealamu is getting behind a campaign to give a sporting boost to one lucky Auckland primary school – helping to shape some of our sporting heroes of the future.

The programme devised by AA Insurance with support from Eden Park Trust, called “The Big Little Sponsorship – a Big Deal for Little Teams”, gives primary schools across the region the chance to win \$10,000 worth of sports equipment and a sports turf upgrade from the groundies who keep Eden Park in tip top condition.

The winning school will host Keven Mealamu at a reveal party for its revamped grounds. And 20 lucky students from the winning school will also get a VIP tour of Eden Park.

Keven is an advocate for kids getting involved in sport from an early age.

“The Big Little Sponsorship is a cool way to champion sport in schools and help invigorate the passion for sport.”

“It’s good for kids to play sport: they talk to people and learn to work together. They also learn respect for their team mates and opposition. And they learn that it takes hard work to achieve something worth achieving,” he says.

However, Keven says the most important thing is having fun. “You don’t have to take things too seriously – parents need to remember that too!”

People can nominate their chosen school from 9 June at the AA Insurance website:
www.aainsurance.co.nz/big-little

Entries close on 16 July. A judging panel of representatives from Eden Park Trust, AA Insurance and campaign ambassador, Keven Mealamu will select the Big Little Sponsorship winner at Eden Park on 24 July. The winning primary school’s reveal party will take place on 20 August.



About AA Insurance

AA Insurance is an independently operated, New Zealand-based joint venture between the New Zealand Automobile Association (NZAA) and Suncorp Group. We have demonstrated trusted expertise in home, contents and car insurance in New Zealand since 1994. We underwrite our own policies and sell direct to New Zealanders. Our more than 700 staff look after over 375,000 customers with over 710,000 policies.

We proudly partner with Eden Park, support youth charity Blue Light, and have been consistently recognised by: Reader's Digest Most Trusted Brands (since 2011), NZ Insurance Industry Awards (since 2012), IBM Kenexa Best Workplaces Survey (since 2008), Canstar Blue Most Satisfied Customers (2011-2016), and the Colmar Brunton Corporate Reputation Index (since 2015) that recognises New Zealand's most successful companies.

AA Insurance has an A+ (Strong) Insurer Financial Strength Rating given by Standard and Poor's (Australia) Pty Ltd. For further information visit www.aainsurance.co.nz.

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