



AFL Central Victoria

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### MEDIA RELEASE

## **AFL CV and TLA join forces to elevate Central Victorian Football**

AFL Central Victoria is thrilled to announce an exciting 3-year partnership with TLA, one of Australia's leading sports merchandise, marketing and management agencies.

As the official merchandise distributor for worldwide brand, Puma and trusted Australian brand, Sherrin, this agreement will provide Clubs within the Greater Bendigo region with the opportunity to consider both price and quality for their players, in custom, stock and embellishment options for on-field and off-field apparel and accessories.

Since taking on the distribution rights of Puma and Sherrin apparel, TLA have made an impact on community football and netball with numerous regions, leagues and clubs across Victoria now wearing Puma or Sherrin apparel.

Commenting on this exciting partnership, AFL Central Victoria's Commercial Manager, Tom King said *"The partnership with TLA is a game-changer for us. It opens doors for Clubs in Central Victoria to be associated with one of the most recognisable and trusted sports brands in the world. We are excited to see how the partnership will positively impact our local clubs, players, and supporters."*

*"We are proud to be associated with AFL Central Victoria" said Jason Jacoby, TLA Merchandise General Manager. "We believe that both Puma and Sherrin provide Central Victorian Clubs with performance and quality apparel, while also helping to establish a sustainable future for AFL Central Victoria. This partnership is a testament to our commitment to the growth and development of sports at every level."*

AFL Central Vic and TLA are planning activities to introduce TLA to our clubs to allow them to see samples of Puma and Sherrin apparel products for themselves including TLA hitting the road to make visits to Clubs.

If you are interested in TLA/Puma for your Club's next apparel order, please contact either: Fletcher Roberts on 0409 418 472 or [froberts@tlaworldwide.com](mailto:froberts@tlaworldwide.com). John Simson on 0401 943 624 or [jsimson@tlaworldwide.com](mailto:jsimson@tlaworldwide.com).

**\*ENDS\***

#### **MORE INFORMATION:**

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