



An enduring partnership

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When the action heats up on the pitch during the Great Eastern-Yeo's S.League season next month, players and officials can count on Polar Natural Mineral Water to cool them down.

Field Catering & Supplies Pte Ltd, which distributes the brand, signed a five-year extension to their sponsorship at the S.League Fanfare at the Home United Youth Football Academy yesterday.

The company has been partners with the S.League since 2003 and the new deal is worth more than \$2 million, in cash and kind.

Field Catering's managing director Chew Thye Chuan said: "As a local company, we want to do our part for local football and sports, and I am happy and proud to support a professional league that provides career opportunities for

talented local footballers.

"The S.League has also helped to generate awareness of our brand through its various platforms.

"So when our current deal was coming to an end... we had no hesitation in renewing our support."

Yesterday's sponsorship deal follows hot on the heels of Great Eastern's renewal of its co-title sponsorship of the league last Wednesday.

S.League CEO Lim Chin said: "(Today's deal) means a lot to the S.League.

We are very fortunate to have our sponsors continuing to be behind us for so many years and Field Catering is one good example.

"They have been with us for 12 good years and now for another five more years; that is a good reflection and testimony of their belief in the league, and promoting Singapore football.

"This augurs well for the 20th anniversary of our league, that big local companies are coming in again to support our league."

"The S.League has come a long way since its inception in 1996 and it has become an essential part of our football eco-system. It has constantly produced players for the national team and, over the years, it has also become a valuable training platform for our best young talent in the Courts Young Lions."

— Singapore football chief Zainudin Nordin (above, second from left)



S.LEAGUE