

Media Release

28 June 2024

TIO Traeger Park to continue for two more years

The home of sport in Alice Springs will continue to feature the name of an iconic Northern Territory institution with TIO extending its naming rights agreement for Traeger Park for two more years.

Alice Springs Town Council and TIO first entered into a naming rights partnership in regards to Traeger Park in 2013, with that deal now extended until 2026.

The partnership, worth \$130,000 across the two years, will see TIO Traeger Park continue to be Alice Springs' showpiece sporting oval with the funds set to be put back into renewals and improvements at the facility.

TIO will be celebrating the continued partnership with a Family Fun Day at TIO Traeger Park on Saturday 29 June with a free sausage sizzle, fairy floss, jumping castle and footy activities throughout the day from 1-5pm.

"We're thrilled to renew our partnership for TIO Traeger Park, a venue that has become synonymous with some of the most spectacular sporting events in the country," Alice Springs Mayor Paterson said.

"Throughout this partnership we have seen some of Australia's biggest sports come to play at TIO Traeger Park, whether that be hosting the English Cricket Team in 2013, Adelaide United's visit in 2015, the Sheffield Shield final in 2017 or our annual AFL fixture with the Melbourne Demons.

"This sponsorship will allow us to improve the facility even further, helping to attract and retain more events as well as our local athletes that call TIO Traeger Park home."

"The TIO Traeger Park partnership is a vital investment in community infrastructure, ensuring the continued growth and enhancement of Alice Springs most significant stadium facility for the benefit of the entire community," Margaret Pratten, TIO Head of Operations said,

"Our involvement goes beyond the naming rights of TIO Traeger Park. TIO has proudly supported Territory football for over 30 years."

"AFL is a cornerstone of life in the NT, it brings communities together and it's fantastic that players who used TIO Traeger Park 5 or 10 years ago, are now watching their kids play on the same field."

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