

Hibs announce six figure sponsorship deal with iPro Sport



Hibs have announced a six-figure sponsorship deal with global sports drink company, iPro Sport, who become the club's Official Hydration Partner.

In a three-year partnership, iPro Sport will fuel the Hibs' players with a range of sports drinks and receive branding within Easter Road Stadium, online activity and also community activation.

iPro Sport is the new name in global sports brands and is the result of seven years' development in the world of sport, leisure, health and fitness and designed for sports of all levels and active people of all ages and abilities. IPro Sport is an exciting, fresh, vibrant brand with iPro Sport Isotonic, which will be used by the Hibernian players.

Rather than relying on sugar to give a temporary energy boost, iPro Sport opts for a combination of complex carbohydrates, vitamins and minerals, alongside a balance of hydration and energy. With the exclusion of artificial colours or flavours, iPro Sport is the healthy evolution of what the body needs from a sports drink.

iPro Sport recently became English Championship club Derby County's first-ever stadium naming rights partner and have now secured a partnership with Hibernian.

Manager Terry Butcher welcomed the partnership and believes iPro Sport are an ideal addition to the club.

Butcher said: "This is really good news and I would like to

welcome iPro Sport to the Hibernian Family.

“This is a win-win for Hibs; not only are we introducing a new and exciting partnership, but it also provides our players with a first-class sports drink – helping us to perform both on and off the pitch. We’re the first club in Scotland to work with iPro Sport and we look forward to forming a successful partnership.”

Cliff Bogle, Managing Director of iPro Sport Group, said: “We at iPro are delighted to announce our Official Hydration Partnership with Hibernian Football Club, and to be able to support the club’s playing and management staff through Terry Butcher’s exciting plans for the future.

“Understanding the club’s heritage, community and development plans was also a key factor, enabling us to extend our ethos of working closely through innovative and creative initiatives that benefit the club’s wider family.

“It is also very important for us to expand our UK partnership arm to the sportspeople and supporters of Scotland. Our discussions with Hibernian FC highlighted to us the passion and dedication of Scottish sport, and we look forward to working with the club to develop Edinburgh as a benchmark for an exciting sporting era.”