

Crabbie's to sponsor the Famous Five Stand



Hibs have announced a three-year heritage partnership with Crabbie's that will see the long-term partner named as The Famous Five Stand sponsors.

Crabbie's experienced an enjoyable three years as Hibernian's Main Sponsors and that mutually beneficial relationship will now continue for a further three years – galvanising the bond between two of the biggest brands to have come out of Leith.

As heritage partner, Crabbie's will sponsor The Famous Five Stand which will include the introduction of The Crabbie's Museum, highlighting the historical links with the brand, Hibernian and Leith, and continued brand ownership of popular supporters' bar, Behind the Goals.

In addition, the Crabbie's logo will appear on the back of all first team and retail kit plus they will have exclusive brand rights to all stadium advertising sites within The Famous Five Stand and an activation programme that will include a number of exciting supporter initiatives.



Chief Executive Leeann Dempster said: "The commercial team has worked closely with Crabbie's to produce this creative and wide-ranging agreement that will further enhance the relationship between us in a way that will showcase our shared heritage and history.

"As well as both having our origins in Leith, Hibernian and Crabbie's share a culture of innovation and have ambitious plans for the future, and we look forward to continuing our successful partnership in the coming years."

Ron Young of Crabbie's said "We are delighted that we are continuing our association with Hibernian Football Club for another three years. We hope that this heritage partnership demonstrates our real long term commitment to Hibernian Football Club.

"Crabbie's is enormously proud of its roots in Leith and the back of shirt sponsorship, as well as The Famous Five Stand means something special to the brand."