

# **Omada delivers shirt sponsorship solution for Hearts**

**Technology services company, Stellar Omada, have dialed into a 'record-breaking' front of shirt sponsorship deal with Heart of Midlothian.**

The Edinburgh-based firm will have their logo on the front of the Jambos shirts for the men's and women's teams for the next three years.

The company, which has established a strong reputation in the banking and financial services sector, first partnered with the Jambos in 2021 by sponsoring the Heart of Midlothian Innovation Centre.

The partnership grew into becoming the club's front of shirt sponsor for the 22/23 away kit and this arrangement continued into this season.

Hearts and six-year-old Stellar Omada, claimed to be Scotland's fastest growing IT services company, have worked together on other projects, with a specific focus on the community.

Their Stellar Elevate initiative, based at Tynecastle Stadium, is a digital technology education programme for people with little or no experience in the tech sector.

Its primary aim is to help people gain new skills for a

rewarding tech career. A company spokesman said there no age limit but people aged 18 to 45 are said to be involved.

The IT company, who sponsored the Edinburgh Monarchs speedway team last season, declined to divulge the cash involvement in the Hearts deal and they could not provide any up-to-date information on the speedway sponsorship.

Andrew McKinlay, Hearts' chief executive officer, said: "This announcement is a marker in the history of the club and further proof of our upward trajectory away from the football pitch. Stellar Omada have, in recent times, become not just much-valued partners, but friends of the club."

Colin Frame, Stellar Omada's managing director, said they have formed a close relationship with everyone at Hearts and this is the natural next step.

PICTURE: Sign of the times (l-r): Colin Frame, Aussie midfielder Cammy Fraser, and Andrew McKinlay publicise the new shirt sponsorship on the indoor pitch at The Oriam. Picture by ***Nigel Duncan***