

# **Hibs renew partnership with Innovative Partners for 2024/25 campaign**

**Hibs have renewed their partnership with Innovative Partners, who will partner with both the Men's and Women's teams for the 2024/25 campaign.**

Innovative Partners' branding will be displayed on the Women's Team shorts throughout the season, reinforcing their commitment to supporting the Club's growth on and off the pitch.

Working across a broad range of sectors, Innovative Partners support businesses with accessing innovation funding through tax incentives, grants and investment – all whilst ensuring minimal business disruption throughout the submission and investment process.

The Club have worked closely with Innovative Partners on a number of significant research and development projects which have aided the Club's strategic growth mission including; medical, football performance and facilities – notably the redevelopment of the Club's hospitality suites, and the Easter Road playing surface.

Hibernian FC Commercial Director, Murray Milligen commented: "It's fantastic to continue our working relationship with Innovative Partners.

“They’ve played an important role in a number of research and development projects, and we’ve been able to leverage their expertise across a variety of areas within the Club so we’re delighted to continue working with them for the new season.”

Michael Davie, Director at Innovative Partners, added: “We at Innovative Partners are thrilled to continue our strong partnership with Hibernian FC.

“This season, we are especially proud to extend our support to the ladies’ first team as their official short sponsors. Both the men’s and women’s teams exemplify innovation and excellence in football, and we are excited to contribute to their ongoing success and growth. Supporting such dynamic and forward-thinking teams aligns perfectly with our commitment to fostering innovation and excellence.”