
Press Release

Amsterdam, 5 January 2012

ABN AMRO teams up with Royal Dutch Cricket in four year sponsorship deal

The Royal Dutch Cricket Association (KNCB) today signed an exclusive four year sponsorship agreement with leading Dutch bank ABN AMRO, which will run until the end of 2015 and support the national team's preparation for the next ICC Cricket World Cup hosted by Australia and New Zealand during February and March 2015.

This sponsorship will enable KNCB to increase its participation in top level cricket fixtures around the world, as well as develop high quality training and playing facilities in the Netherlands. In addition to boosting the team's ranking among major cricketing nations, it is hoped that the sponsorship will set the scene for the team's best ever performance in the Cricket World Cup.

Ernst Boekhorst, ABN AMRO's Sponsoring & Events Manager, commented:

"Cricket is very popular in a number of countries where we are seeking to grow our activities - particularly in Asia and the Middle East, where the sport is widely watched on television. The sponsorship agreement with the KNCB will help increase ABN AMRO's international visibility and we look forward to supporting the Dutch cricket team's ambitious plans in the lead up to the next ICC World Cup."

KNCB Chairman Marc Asselbergs, said:

"This agreement, which will run up to and beyond the 2015 World Cup, should help the KNCB keep Dutch cricket at the top of the world game. I'm convinced that both ABN AMRO and KNCB will benefit greatly from this partnership."

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