

## Viessmann scores hat trick at Huddersfield Town

*Warm relationship continues as German heating manufacturer named Official Heating Partner at Yorkshire club for 2019/20*

**Huddersfield, UK** – Viessmann has extended its sponsorship of Huddersfield Town Football Club for the 2019/20 season. As official heating partner and global partner to the club for the third year running, and team sheet sponsor for four years, the maker of award-winning environmentally-friendly heating systems will continue as team sheet sponsor and exclusive title sponsor of 'Club Town', an exclusive area of 64 executive heated seats situated behind both home and away dugouts. Viessmann branding appears on the heated seats, in the matchday programme, on LED and pitch-side display boards, on the team sheets themselves and via social media.

Viessmann will continue its support of local community and charity projects connected to Huddersfield Town. To date, these have included a new heating system for nearby Clayton Rugby League Football Club through the Heat for Good initiative, and support for the annual Big Sleep Out in Huddersfield Town's John Smith's Stadium to raise money for local homelessness charities.

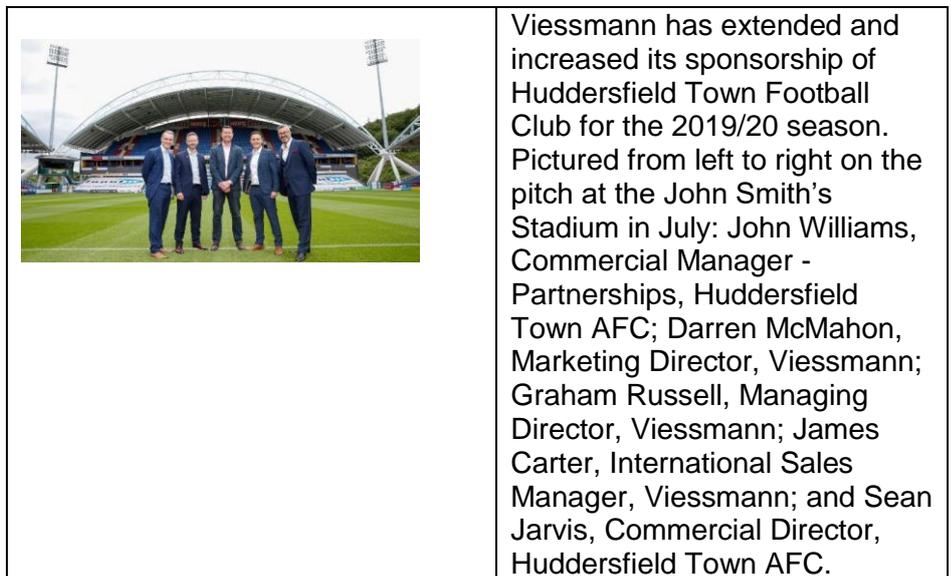
"Being part of Huddersfield Town's journey has been very exciting and rewarding," says Darren McMahon, marketing director at Viessmann. "We have a strong connection to the West Yorkshire area, and the fact that Town's head coach, like his predecessor, is German is another connection that links us. Viessmann is a family firm with a very strong ethos around partnership and collaboration. We invest in people and communities for the long term, so it's not surprising that this relationship is such a good fit for us."

Huddersfield Town commercial director, Sean Jarvis, added, "Everyone at the Club is delighted that Viessmann will continue to be a global partner for the third year running. The company has really

made the most of this opportunity as well as using it as a springboard to get involved in other community initiatives that are making a real difference locally. It's also a testament to the efforts of our commercial team, which pulls out all the stops to make our relationships with all our partners as effective and impactful as they can be for everyone involved."

Viessmann partners, installers and customers can expect to hear and see more about Viessmann's involvement with Huddersfield Town throughout the season and can keep up-to-date via the @ViessmannUK Twitter and Facebook pages.

## Images



### About Viessmann Ltd.

Viessmann develops seamless and integrated climate solutions for the entire living space, providing people with the optimum room temperature, hot water and electricity, as well as good air quality. Through digital platforms and services, Viessmann connects products and systems, ensuring the most efficient energy sources are employed. Wherever technically possible, Viessmann promotes the use of renewable sources, in all other cases fossil

fuels are used to maximum efficiency. Founded in 1917, the German family-owned company attaches particular importance to responsible and long-term action. The company vision: "Creating the living space for the generations of tomorrow" is the responsibility of the 12,000-strong Viessmann family worldwide.

### **Viessmann press enquiries**

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