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Grupa Azoty enters into sponsorship deal for new sports and entertainment hall in Puławy

On November 17th, a sponsorship deal was signed between Grupa Azoty S.A. and the City of Puławy under which the former became the title sponsor of a sports and entertainment hall in Puławy. The new facility will be named 'Grupa Azoty Arena'.

Under the agreement, Grupa Azoty has obtained the right to the title name and priority in advertising and promotional services. In order to boost the recognition of the sponsor, corporate visual identity systems will be placed both inside the hall and in the adjacent area, including a pylon sign displaying the title name, LED screen signs and an outdoor flagpole with the Grupa Azoty S.A. flag.

'Grupa Azoty plays an important role in the regions where our production is based. Support for events that really engage the local communities is one of the cornerstones of our Sustainable Development Strategy. We are delighted that the new, magnificent 'Grupa Azoty Arena' will host both sporting and cultural events that are bound to bring lots of memorable emotions to residents of Puławy and the entire region. The fact that Grupa Azoty features in the title name of this new venue confirms the Group's prominent role as a strategic sponsor and patron of high-profile sporting and cultural events,' said Tomasz Hinc, President of the Management Board of Grupa Azoty S.A.

The sponsorship deal between Grupa Azoty and the City of Puławy was concluded for a period of three years.

'We regard Grupa Azoty as our very important strategic partner, guaranteeing stability and mutual cooperation to develop our newly opened sports and entertainment hall into a vibrant venue, but first of all supporting our local community by investing in the future of sports and culture. Thanks to this partnership, Puławy will certainly gain in prominence across the country for the benefit of all its residents,' said Paweł Maj, the President of the City of Puławy.