



## PRESS RELEASE

### **Neon Arena Services deepen their support for the Birmingham Panthers**

Sports flooring solutions provider, Neon Arena Services, has increased its commitment to the Birmingham Panthers after a successful debut season in the Netball Super League.

As part of this new sponsorship and value-in-kind relationship, Neon Arena Services will look to support the Panthers' performance ambitions as well as furthering their community outreach and fan engagement events.

Neon Arena Services will also remain the Panthers' official flooring provider, using its vast experience to deliver 'best-in-class' playing surfaces for our matches, as well as retaining its courtside branding and taking up a position on the position patch on the playing kit.

James Tombs, Head of Commercial at Birmingham Panthers, said: "Neon Arena Services are going to be a fantastic supporter of the Panthers' journey. Their support is a significant help in enabling us to do more for our communities and fans as we build upon year one's foundations. We're excited to be working with Nick and his team on and off the court!"

Nick East, Managing Director at Neon Arena Services, said: "The Neon team has always been passionate about netball and believes deeply in the potential of the sport. Having a local team to support has been a great joy for all of us, and backing them in any way we can feels only natural. We're incredibly excited to see this partnership grow and to witness the continued rise of both Birmingham Panthers and the sport as a whole."

Birmingham Panthers will begin their second season under new leadership, following the appointment of former England international Sonia Mkoloma as head coach earlier this year. Mkoloma was previously England Netball's Roses Pathways head coach, and she has compiled a squad brimming with young talent including the likes of England Roses Kira Rothwell and Alanna Pullen, whilst retaining the likes of Australian Gabby Coffey and experienced Welsh shooter Betsy Creak from last season.

## ENDS

### Notes to editors:

Neon Arena Services specialise in demountable sports flooring solutions, tailored to the requirements of each individual sport.

We are the event flooring installation supplier to England Netball and the Netball Super League, and the official floor provider for Wales Netball.

Other clients exclusively utilising our sports floor courts and services include: England Table Tennis, England Badminton, England Hockey, Birmingham City Council and UK Sports. Our floors are fitted weekly in venues ranging from leisure centres to ice rinks to arenas and large stadiums nationwide. All floors are wheelchair accessible and regularly support para games.

Our team are currently gearing up for supplying and building the track and courts for the 2027 Invictus Games in the NEC Birmingham.

Our sports floors are available for hire and installation for sports, dance, promotional and other events.

With an office and warehouse on the NEC complex in Solihull, and a large floor storage unit in the Utilita Arena in the City centre we are ideally located to support Birmingham Panthers with netball courts, equipment and community engagement.