**Toga Far East Hotels signs naming rights partnership with Softball Australia**

TOGA Far East Hotels (TFE Hotels) have signed as the naming rights partner for the Australian Open Women’s Softball Team, who will now be called the Travelodge Aussie Spirit.

The multi-year deal signed with Softball Australia is the largest sponsorship agreement retained for the Australian Women’s team and comes as the Travelodge Aussie Spirit embark on their campaign towards qualification for the Tokyo 2020 Olympic Games.

TFE Hotels Chief Revenue Officer Shaizeen Contractor said that TFE was thrilled to be partnering with Softball Australia at such an exciting time for the sport.

“The women who represent Australia on the international stage as players on the Travelodge Aussie Spirit team are exceptional athletes and TFE Hotels are honoured to be aligning our brand with theirs,” Contractor said.

“The Travelodge Aussie Spirit team have a proud Olympic history, having medalled at every Olympic Games where softball has been part of the competition, and we cannot wait to join the women – and all their supporters – on this journey as they strive for qualification, and hopefully another medal at the Tokyo 2020 Olympics,” Contractor said.

Softball Australia CEO David Pryles said the TFE Hotels sponsorship reaffirms the high regard in which the Travelodge Aussie Spirit team is considered on the Australian sporting landscape.

“To secure the support of an international company such as TFE Hotels is a major boost to the sport of softball in Australia and is testament to the results the Travelodge Aussie Spirit Team have achieved on the world stage,” Pryles said.

“While this sponsorship is primarily for the Travelodge Aussie Spirit team, the benefits of this partnership will have a positive impact on the game of softball across Australia and softball players at all levels of the sport," Pryles continued.

TFE Hotels, headquartered in Australia, operate 73 hotels under six brands (Adina Apartment Hotels, Adina Serviced Apartments, Vibe Hotel, Travelodge Hotels and Rendezvous Hotels) across Australia, New Zealand, Germany, Denmark and Hungary with a further 30 more hotel projects under various stages of development.

TFE Hotels Collection also includes the Calile Hotel Brisbane, Hotel Kurrajong Canberra and Gambaro Hotel Brisbane.

The new sponsorship arrangement will benefit the entire Australian softball community with every Softball member receiving 10% off the daily rate at any TFE Hotel.

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