



LITTLE ATHLETICS QUEENSLAND

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Little Athletics Queensland Welcomes Tribal Sport & PUMA as Official Apparel Partners

Little Athletics Queensland (LAQ) is thrilled to announce a new partnership with Tribal Sport and PUMA, designating them as the official apparel partners for LAQ for the next 3 years. This exciting collaboration brings a wealth of benefits to the Little Athletics community, providing high-quality apparel and support that will significantly benefit our athletes, coaches, volunteers, and families.

As one of Queensland's leading teamwear supplier, Tribal Sport will offer comprehensive support to Little Athletics Centres, including a range of quality apparel and merchandising products. Tribal Sport will be the new supplier for highly sought after event merchandise and are keen to expand the range to include other items. There are also plans to open an online store, exclusively for Little Athletics Queensland members to buy quality merchandise year-round. As a licensed PUMA supplier all Little Athletics Queensland members will receive exclusive vouchers for use in the PUMA online as well as access to exclusive after-hours PUMA store sales in Brisbane for members and committee members.

With more than 20 years of experience, the Tribal Sport range reflects deep-seated passion for all sports. Their mission is to deliver quality teamwear and apparel to clubs, customers, and organisations. The team lives and breathes sports, and the enthusiasm is dedicated to enhancing the aesthetics of team apparel and sportswear for all clubs and clients. The product range caters to everyone involved, from the club staff to the players, volunteers, and supporters. Whether it's match day equipment or club apparel, their goal is to make clubs stand out from the competition.

"We're thrilled to partner with Little Athletics Queensland, who play a vital role in introducing young Queenslanders to sport and a healthy lifestyle," said David Lake, Owner of Tribal Sport. "As a Queensland business, we're excited to see our Tribal brand featured alongside LAQ on apparel and collaborating with centres across the State".

"We're excited to work with Little Athletics Queensland to develop a comfortable and appealing range of apparel for their athletes and centres" added Matt Williams, Tribal Sport GM Commercial Growth. "We pride ourselves on creating inclusive designs that go beyond just fabric and eagerly anticipate welcoming LAQ centres to the Tribal family."



Major sponsor of Little Athletics Queensland



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Christopher Davis, Chief Executive of Little Athletics Queensland was delighted to welcome the Tribal Sport team onboard.

“Tribal Sport have built a reputation across a variety of sports and schools for providing personal support and high-quality gear. It will be exciting to see them introduced into our community so our Centres can receive these same benefits. Their partnership with PUMA is equally exciting, knowing that our members can access a globally recognised athletics brand at a discounted rate, is a significant win for Little Athletics in Queensland”, said Mr Davis.

Little Athletics Queensland looks forward to a fruitful collaboration with Tribal Sport and PUMA, confident that this partnership will bring enhanced value and support to the Little Athletics community across Queensland.

To find out more about Tribal Sport and their products and services, please contact Matt Williams via matt@tribalsport.com.au or head to <https://tribalsport.com.au/>.

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