



25 March 2026

## **Little Athletics Queensland & McDonald's Extend Landmark Partnership**

Little Athletics Queensland is proud to announce the renewal of its long-standing partnership with McDonald's Australia, as the iconic brand recommits as Major Sponsor for a further three years.

First established in 1980, this extension will see the partnership reach an incredible 49 years—one of the most enduring sponsorships in Queensland grassroots sport.

As part of the renewed agreement, McDonald's will continue to support key initiatives including the recently launched *Macca's Local Legends* campaign, celebrating the people who make Little Athletics so special across Queensland communities.

McDonald's will also retain naming rights to the State Championships and State Relay Championships, reinforcing their ongoing commitment to the sport's premier events.

**McDonald's Australia Senior Marketing Director Mary Vrancic** said the extension reflects McDonald's dedication to community sport:

"At McDonald's, we believe in the power of community sport to help kids build confidence, friendships and a lifelong love of being active.

"For 46 years, this partnership has helped generations of young athletes get their start in sport, and we're proud to extend our support for a further three years, highlighting our commitment to grassroots sport and the communities it brings together."

**Little Athletics Queensland CEO Christopher Davis** said the partnership continues to play a vital role in the organisation's growth:

"We cannot thank McDonald's enough for their continued support of Little Athletics in Queensland. They have been a part of the Little Athletics family since our early days and our growth is directly supported by their support."

"The Macca's Local Legends campaign is just one way that their support will go directly back to our members and has been really well supported in its first season."

This renewed partnership ensures Little Athletics Queensland can continue delivering fun, inclusive and accessible opportunities for young athletes across the state, supported by one of Australia's most recognised brands.

**Ends**

**About McDonald's Australia**

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 1,070 McDonald's restaurants across Australia, nearly 85 percent of which are franchised and run by local businessmen and women. The organisation employs more than 115,000 people in restaurants and corporate offices Australia-wide and is the largest employer of youth in the country. McDonald's spends over \$60 million per annum on training and people development.

For more information, visit [www.mcdonalds.com.au](http://www.mcdonalds.com.au) or McDonald's social channels: [Facebook](#), [Instagram](#), [TikTok](#), [Twitter](#) or [YouTube](#).