

OUR BRAND

OUR IDENTITY

BRAND EXTENSIONS

SPONSORSHIP AND PARTNERSHIPS

Sponsorship and partnerships

The AIA Spurs Partnership

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

# THE AIA SPURS PARTNERSHIP OVERALL LOOK AND FEEL

Our aim is to support the wellbeing of the people in all 18 of our markets by providing opportunities for them to take part in healthy activities.

Thanks to our partnership with Tottenham Hotspur F.C. – a top English Premier League football club with over 400 million supporters globally, including 170 million in Asia-Pacific – we are able to do just that.

We have worked alongside Spurs to promote the role that sport plays as part of a healthy lifestyle.

For full AIA Spurs partnership guidelines, please contact:

CSM Sport & Entertainment:  
[sebastian.page@csm.com](mailto:sebastian.page@csm.com)

