

Bolton Wanderers kick off search for new name for University of Bolton Stadium

Bolton Wanderers have launched a search for a new name for their University of Bolton Stadium.

The League One side have hired sports commercial partnerships and recruitment specialist Sporting Group International to deliver a naming rights agreement.

The deal with the club's current partner, the University of Bolton, will expire at the end of the current season.

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The University of Bolton Stadium has been home to the club since 1997. Bolton have previously agreed naming rights deals with Reebok and Macron.

Adrian Wright, chief executive of Sporting Group International, said: "The University of Bolton Stadium is firmly established as one of the finest UK football venues outside of the Premier League and its facilities and location make it such a popular venue for high profile concerts, corporate meetings and events.

"Our team at Sporting Group international is very excited to start working on this project and we look forward to collaborating with chief executive Neil Hart and his team at Bolton Wanderers to bring a new brand to the stadium."

Sporting Group International has its headquarters in Birmingham, with an Asia office in New Delhi, India, and a new European operation in Dublin.

Bolton Wanderers CEO Neil Hart added: “Sporting Group International has worked with multiple global brands and we see this as an excellent opportunity to work together on the new naming rights agreement for the stadium and securing an excellent new partnership for the club.

“We’re very grateful for the ongoing support of the University of Bolton whilst we undertake this process and we hope to continue our relationship for many more years.”

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