

Ground renamed in six-figure cash deal

BUCKS-BASED company Causeway Technologies Limited has announced that it is the new stadium sponsor for Wycombe Wanderers, in a deal worth six-figures.

The ground has therefore been renamed Causeway Stadium, from where Nationwide Football League matches, Zurich Premiership Rugby matches, and local area final matches will continue to be held.

Causeway chief executive Phil Brown said: "The financial dilemma facing most Nationwide Clubs is one of survival, and it was for this reason that the Club made the stadium naming rights available.

"We understand that some fans will be disappointed that the stadium is being renamed, but we hope they will look upon Causeway's involvement as supportive."

In a separate deal, Loans.co.uk have stepped forward as this year's official Wycombe Wanderers club and shirt sponsor, for another six figure sum.

The firm's managing director Steve Hayes said: "Our relationship with Wycombe Wanderers has grown stronger over the years and we are delighted that it has now reached official club sponsor status.

"This is a great partnership for both organisations and everyone at

Loans.co.uk can't wait to see our brand adorn the Wycombe shirt next season."

Wycombe Wanderers director Mark Austin, added: "Given the current market conditions, it was important that we put maximum effort into securing the right sort of sponsorship deal.

"Wycombe Wanderers Football Club is both extremely fortunate to have teamed up with Loans.co.uk and extremely grateful to have found such an enthusiastic and very willing partner."

■ Wycombe Wanderers will be hoping they can record their first opening-day win in the Football League for nine seasons, when they entertain Stockport at Adams Park on August 9.

The last time Blues won their opening fixture was in 1994, when they beat Cambridge United 3-0 at Adams Park, in their first ever game in Division 2.

However, perhaps the biggest test of the season will come in late August and early September, when Wycombe face a home tie with title favourites Sheffield Wednesday, followed by back-to-back away games at newly promoted Rushden & Diamond and QPR.

Wycombe Wanderers have drawn Wimbledon at home in newly named Carling Cup.