

Adams Park name is up for sale again

Causeway aren't renewing stadium sponsorship but Blues look for alternative backers

Wanderers
by Dave Peters

dpeters@london.newsquest.co.uk

WANDERERS are set to sell off the Adams Park name again – after announcing that their controversial deal with Causeway Technologies won't be renewed.

That three-year contract, which saw Blues change the name of their stadium from Adams Park to Causeway Stadium, ends this summer and Blues confirmed yesterday that it is not being extended.

Instead, the club are now seeking a new long-term sponsor, possibly for a ten-year deal, to take over the naming rights of the stadium.

Managing director Steve Hayes admitted he is now seeking a big-backer but has promised no decisions will be made without consultation with the Supporters Trust.

He said: "We won't be rushing into anything soon."

"We're hoping to find a new sponsor but want to ensure that whatever we agree is right for the club. Any deal that is made will be long term because as a club we don't want to be changing the name of our ground every couple of years.

"The board has consulted with the Trusts and taken a lot of information from them. We will continue to consult going forward."

Hayes also added that the board intends to incorporate the popular Adams Park name within the postal address of the ground as they look at re-branding the image of the club.

Changing the name to the



Lost Causeway: Now Steve Hayes (centre) is looking for a company for a possible sponsorship deal to take over the stadium's naming rights

Causeway Stadium three years ago created uproar with fans accusing the club of selling its heritage.

The three-year pact between the club and Causeway Technologies caused a boardroom split and netted

the club a total undisclosed fee somewhere in the region between £150,000 and £300,000.

The club now want more money and a longer deal.

But it is possible that the ground

will revert back to Adams Park for next season as the club takes its time to get the best deal it can.

Wanderers' stadium takes its name from Frank Adams, Blues' former player, administrator and

patron who gave the club its old Loakes Park stadium. Wanderers first moved to Adams Park in 1990 after leaving Loakes Park where they had been for 95 years.

Wanderers news: P174-175