

Utilita extend partnership for two more years

Energy firm to sponsor travel and training wear.



Utilita Energy have extended their partnership with Wycombe Wanderers for a further two years, taking up the sponsorship of the club's travel and training wear. The energy firm will also be powering Adams Park for at least the next two years as well.

As one of Britain's leading providers of smart Pay-As-You-Go energy, Utilita came on board as the club's official energy supplier in 2017, sponsoring the Chairboys' change shirt during their promotion-winning campaign and successful first season in League 1.

Utilita's customer base has almost quadrupled in the last four years, with around 750,000 homes and 20,000 businesses now powered by one of the UK's fastest-growing energy suppliers.

During that time, Utilita has partnered with more than 20 football clubs, while also supplying energy to a number of iconic stadia, including Ibrox, Selhurst Park and Villa Park, to become an established and recognisable brand within the British game.

Utilita have played an active role with the community of Wanderers supporters, giving young fans an exclusive press conference experience with Adebayo Akinfenwa, distributing match tickets to competition winners on social media, and surprising one local customer with a visit from Gareth Ainsworth when installing a new smart meter.

Wanderers' general manager Michael Davies said: "We've really enjoyed working with Utilita for the past two years and have admired their proactive approach to engaging with our fanbase and also our local business community, sponsoring the launch event of our 1887 Business Club networking initiative.

"As our official energy supplier, they have provided a professional and efficient service for us and we're thrilled to extend our relationship for a further two years."

Jem Maidment, Director of Marketing and Communications at Utilita said: "Wycombe Wanderers were one of the first clubs we partnered with in English football and we've thoroughly enjoyed getting to know the players, staff, supporters and business partners of the club, and sharing in their success of reaching and surviving in League 1.

"We're proud to have the name of Utilita Energy associated with a great club with proud community values, and to have our logo emblazoned on the new range of travel and training wear which will be worn up and down the country."

Utilita has been leading the way in the smart meter revolution. It installed Britain's first ever smart meter back in 2008 and 90% of its customers currently have one – the highest percentage of any UK supplier.

Follow @UtilitaFootball on [Twitter](#) and [Instagram](#) for Chairboys' giveaways throughout the season!