

## **Novia signs new main partner deal with Bath Rugby**

Novia, the online wealth management platform is today pleased to announce a sponsorship deal with Bath Rugby Team. The deal incorporating advertising, branding, and hospitality is the first of its kind for Novia and indicates their commitment to both the local community and the business's ongoing growth and success.

The partnership, a two year deal, will enable Novia to reach a very wide audience, with Bath Rugby appearing regularly on TV and in the National Press and with the logo being reproduced on Bath Rugby's playing shirts, and around the stadium. Novia will also become the sponsor of the East Stand at the Recreation Ground, which will become "The Novia Stand".

Bath Rugby CEO, Nick Blofeld, said "The Club is very excited about this new partnership with Novia, and look forward to developing a strong and successful working relationship with them. It is important to us as a Club to develop links with successful and ambitious local businesses, as well as the wider community, so we are delighted to welcome Novia on board."

Novia CEO, Bill Vasilieff, commented "We are thrilled to be developing this relationship with Bath Rugby at such a pivotal time in the Club's history. The tremendous developments both on and off the pitch at the Club point to a really exciting future, and we cannot wait to be part of that."

Vasilieff continued: "It also provides an opportunity for us to become involved in the wider community, working with the Bath Rugby Foundation which supports and helps develop education in the local area and we are delighted to be part of this project"

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**About Novia Financial plc.**

Novia has been created to deliver the best platform based wealth management service for investment advisers and their clients.

Offering a comprehensive wrap service they combine modern online systems, a breadth of investment opportunities and a dedicated Client Services Executive Team.

Clients can monitor all their investments securely online and easily access up to date valuations. It's also easy to switch investments as circumstances change.

Advisers can carry out transactions on their clients' portfolios with a wide choice of different investment assets in tax efficient ISA, SIPP, General Investment Account and Offshore Bond product wrappers.

Truly independent of any investment provider, bank, or major life assurance company, Novia are backed by a combination of private individuals and corporate organisations and work in partnership with a number of professional organisations to deliver a comprehensive wealth management service.

They also offer a variety of product wrappers, such as ISA and SIPP, and access to a very broad range of investments including funds from the UK and abroad, Exchange Traded Funds, Structured Products, Cash Deposits and access to equities, Investment Trusts and bonds via a share dealing account.

For further information on Novia please visit [www.novia-financial.co.uk](http://www.novia-financial.co.uk)