

HFC Bank Renews Naming Rights to HFC Bank Stadium for 10 Years

HFC Bank, Fiji's only 100% locally owned bank, has renewed its naming rights partnership with the Fiji Sports Council for another 10 years, reaffirming its long-term commitment to sport, youth development, and national unity through one of the country's most iconic venues — the HFC Bank Stadium.

This renewed partnership reflects a shared vision to enhance opportunities for Fijians across all levels — from grassroots athletes and school competitions to elite international events. The agreement also includes a mid-term review clause, ensuring both parties continue to align and adapt to the evolving needs of the sporting community and the nation.

"This partnership goes beyond branding — it's about building something meaningful for Fiji," said Rakesh Ram, CEO of HFC Bank. "The stadium is where we celebrate, compete, and come together as a nation. This renewal reflects our deep commitment to Fiji and our belief in building not just financial strength, but a strong and united community. It's a continuation of our promise to invest in our people, our youth, and our nation — and to live out our slogan: "Proud to be Fijian." We're proud to be part of that story."

Supporting Fiji's Sporting and National Identity

With this new chapter, the HFC Bank Stadium will undergo renovations and upgrades aimed at modernising the venue, improving accessibility, and creating a more engaging experience for both athletes and fans.

These changes will also help position the stadium as a world-class destination for regional and international tournaments.

Empowering Community and Growth

The renewed agreement offers HFC Bank extended access across Fiji Sports Council venues, allowing for deeper engagement through community events, financial literacy programs, wellness initiatives, and greater visibility in spaces that matter to everyday Fijians.

"We're investing in places where our people gather, compete, and thrive," Mr. Ram added. "It's part of our commitment to being more than just a bank — we're a partner in Fiji's growth."

Ratu Gilbert Vakalalabure, CEO of the Fiji Sports Council, said, *"The Fiji Sports Council believes this partnership goes beyond having a name on a stadium. It is about bringing people together, celebrating our identity as truly Fijian, and creating lasting opportunities for our athletes and communities. We thank HFC Bank for their continued support and for walking alongside the Fiji Sports Council and the nation. Vinaka vakalevu — we look forward to many more milestones at HFC Bank Stadium."*

The HFC Bank Stadium will continue to serve as a national icon — and this renewed partnership ensures it remains a platform for progress, pride, and connection, both locally and globally.



HFC Bank CEO Rakesh Ram and Fiji Sports Council CEO Gilbert Vakalalabure.



Signing taking place at the Fiji Sports Council.