



A Dereham sports equipment firm has netted a two-year deal to kit out successful grassroots football clubs across the county.

The Norfolk FA has announced a new partnership with Spanish manufacturer JOMA and Dereham-based supplier 4Sports, which makes the two companies the official kit suppliers to the association.

As part of the agreement, every club which qualifies for a Norfolk County Cup Final will be handed a new strip for their players – totalling about 20 kits per season.

The group is already the county's official trophy supplier, after securing a deal through its sister company 4trophies earlier this year to support competitions like the Soccer on the Sands tournament in Great Yarmouth, and the County 5IVES programme.

Gary Cockaday, owner of the 4sports group, said: "4Sports is proud of every relationship, working with many of the biggest and best kit buyers within the county.

"However, to be appointed as official kit suppliers, along with JOMA, to the Norfolk County FA, County 5IVES programme and the association's Football Development Centre is testimony to our desire to be the best."

Norfolk County FA chief executive Shaun Turner said: "This link-up reflects our desire to establish long-term partnerships with companies local to Norfolk, as well as embracing and aligning the association with an internationally renowned heritage football brand."

June 6th 2011



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