



# Geico to become first founding partner of the Nationals in 2008

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The Washington Nationals announced today that GEICO (Government Employees Insurance Company), a Maryland-based company, has become the first Founding Partner of the team as they enter their first season in the new ballpark in Southeast Washington.

The Nationals are in the process of forming as many as eight Founding Partnerships for their first season in their new ballpark, with each of those owning branded real estate in Nationals Park or a featured promotion or fan activation element.

"We are proud to welcome GEICO as our initial Founding Partner", said Stan Kasten, President of the Nationals. "We have valued their strong support in the first three seasons since the Nationals came to Washington. Through their creative marketing and advertising, they have long been recognized as a leader in their field and a company willing to think outside the box in their corporate partnerships. Their connection to our Racing Presidents, our signature in-game promotion, is a great example of that."

In the bottom of the fourth inning during every home game, the Nationals stage a mascot race featuring the four leaders of our country honored on Mount Rushmore - George Washington, Thomas Jefferson, Abraham Lincoln and Teddy Roosevelt. Inexplicably, Teddy has failed to win any of the 120 races held in the first year and a half of the promotion, coming close on a number of occasions before yielding to various distractions or injuries. The GEICO Gecko has served as a finish line judge over the past year. After each race, the Racing Presidents and the Gecko have staged a photograph session for fans in the concourse. Nationals Park will also showcase a GEICO branded photo station for the Racing Presidents and the Gecko.

In addition to their sponsorship of the Presidents, GEICO's partnership with the Nationals will include a number of other assets, including signage in the new park.

GEICO is the fourth largest private passenger auto insurer in the United States. It provides auto insurance coverage for more than 6 million policyholders and insures more than 10 million vehicles. GEICO is a member of the Berkshire Hathaway group of companies.

Ted Ward, GEICO's Vice President of Marketing, said of the partnership, "We are truly excited about our expanded relationship with the Nationals and look forward to being one of their key partners in promoting the game of baseball in our Nation's Capitol. Our first three years of involvement with the Nationals were tremendous and we are especially thrilled about the opportunity to be part of the opening of the new ballpark. It's going to be a fabulous facility. We look forward to participating in the excitement surrounding the opening of the park and being part of the success of the Nationals for years to come. Now if we can just get the Gecko to teach Teddy how to run a little faster."

GEICO was represented in the negotiation by Drew Mills, President, of Mills Marketing and Communications Inc. a Rockville Maryland Sports Marketing Agency.

*This story was not subject to the approval of Major League Baseball or its clubs.*

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