

# Now it's Neal & Massy Trinidad All Stars

THE Neal and Massy Group is the new sponsor of Trinidad All Stars Steel Orchestra. The steelband will now be known as Neal and Massy Trinidad All Stars.

New sponsorship for the steelband was announced by Neal and Massy finance director Gaston Aguilera at a signing ceremony at the company's head offices in Port of Spain yesterday. The agreement was signed on behalf of the group by Aguilera and by Beresford Hunte, All Stars leader.

Chairman and chief executive of the Neal and Massy group, Sidney Knox, was present at the

signing. His presence was described by public relations manager Sandra Welch-Farrell as testimony of his commitment to the project. Until five months ago, Trinidad All Stars was sponsored by Catelli-Primo Trinidad Ltd and was known as Catelli Trinidad All Stars.

Aguilera did not disclose the cost of sponsorship but said the contract would cover management support and expertise for the orchestra and assistance with advertising and promotion. He said: "While direct sponsorship of a steelband is sometimes viewed as a mixed blessing by both sponsor and steelband,

Neal and Massy and the management of Trinidad All Stars have agreed that sponsorship is desirable for the band, given its commitments and its undoubted prominence in the national community."

Commenting on the cost of sponsorship at a time when the group was undergoing a period of contraction and cost-cutting, Aguilera said it



would be "terribly short-sighted for business organisations to discontinue their support of cultural development because of the state of the economy.

"We feel strongly that this contribution to the national pan movement makes the best possible use of the very limited funding still available for cultural support."

Aguilera said the group's public relations and advertising budgets

had been restructured to accommodate the sponsorship.

Commenting on the sponsorship, Hunte said it would go a long way in helping the band's participation in the Pan is Beautiful V World Steelband Festival.