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Sydney Sixers to Humm into WBBL|06

Amidst the backdrop of the COVID-19 pandemic two-time WBBL champions, the Sydney Sixers, have signed a new principal partnership with buy now, pay later fintech **hummm**.

While sporting franchises globally have been hit for an economic six by the pandemic, the Sixers will partner with **hummm**, the market's bigger interest free buy now, pay later service when WBBL|06 kicks off next Sunday.

The Sixers and **hummm** agreed to terms on a three-year deal across both WBBL and BBL teams, predominately as WBBL principal partner. Along with front of shirt branding for the WBBL team, other benefits include signage, digital rights and at-match activations.

The Sixers, who are led by skipper Ellyse Perry and feature fellow international superstars Alyssa Healy, Ash Gardner and Dane van Niekerk, won the WBBL02 and 03 titles and have been the glamour team of the world's premier women's domestic cricket competition since its inception in 2015/16.

Sixers General Manager Jodie Hawkins said the club was delighted to be able begin a new principal partnership, particularly in such a challenging time for the economy.

"The Sydney Sixers are one of the country's premier sporting clubs who pride themselves on being big and bold and we see some great synergies in that regard with **hummm**," Hawkins said.

"Women's cricket is absolutely thriving off the back of the women's world cup earlier this year and we saw record numbers of girls signing up to play cricket in September.

"We will work alongside **hummm** to continue to inspire young girls and boys to want to watch and play cricket."

*Rebecca James, Chief Executive Officer of **hummm** agreed that the two organisations shared the same values.*

*"**hummm** is absolutely thrilled to be the principal partner of the Sixers and supporting the WBBL," James said.*

"It's a perfect partnership of the premier women's team in the Big Bash League, known for its big-hitting, and a buy now pay later provider also specialising in going big, facilitating purchases up to \$30,000.

*"We are proud to be associated with a franchise synonymous with success, teamwork and cultivating talent, all values that we share at **hummm**.*

"Importantly, these shared values will allow both of us to maximise opportunities at the intersection of commerce and sports."

The Sixers begin their WBBL|06 campaign against crosstown rivals Sydney Thunder at North Sydney Oval on Sunday October 25.

Tickets and memberships are on sale via Ticketek or by [clicking here](#).

More info on the Sydney Sixers is available at www.sydney-sixers.com.au.

