

# Press Release

## **Alliance Insurance Commits Over M11 Million to Alliance Premier League Soccer Teams Over the Next Three Years**

**Maseru, Lesotho – Tuesday, 17 June 2025** – Alliance Insurance Company has today unveiled a major three-year sponsorship deal worth more than **M11,000,000.00**, reaffirming its long-standing commitment to the development of local football. The new sponsorship will benefit four Premier League teams currently under Alliance's sponsorship:

- **Matlama FC**
- **Lioli FC**
- **Linare FC**
- **LCS FC**

This landmark investment continues Alliance Insurance's proud legacy in Lesotho's football scene, where the company has played a pivotal role for over 15 years. The sponsorship aims to elevate the standard of the game, enhance club operations, and contribute to the welfare of players and their communities.

Speaking at the official launch, **Mr. Mohapinyane Taole**, Chief Finance Officer of Alliance Group, highlighted the strategic importance of the partnership.

"This sponsorship is a clear demonstration of our dedication to revitalising and growing Lesotho's soccer industry. We hope to enhance the quality of the game and give our players the recognition and pride they deserve," said Mr. Taole.

He further emphasized Alliance's role in transforming local football by enabling semi-professional status for players.

"Alliance-sponsored teams were the first in Lesotho to offer player salaries, cover education fees, and provide essential support. We are humbled by the impact we've made and remain committed to uplifting sport and community life in Lesotho."

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Over the years, Alliance-sponsored teams have delivered outstanding performances, with multiple league titles:

- **Matlama FC** – Champions in 2010, 2019, 2021
- **Lioli FC** – Champions in 2009, 2013, 2015, 2016, 2024, 2025
- **LCS FC** – Champions in 2007, 2008, 2011, 2012

**Linare FC**, the newest addition to the Alliance family, is still chasing its first title under this partnership. Beyond league triumphs, these teams have also lifted prestigious trophies in tournaments such as the People's Cup, Top 4, and Top 8.

This renewed sponsorship underscores Alliance Insurance's broader mission of community development through sport and reflects the company's passion for empowering Basotho talent.

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## About Alliance Insurance Company

Alliance Insurance is a proudly Basotho-owned company with over 30 years of expertise in delivering innovative risk and wealth management solutions. Since its inception in 1993, Alliance has remained steadfast in its mission to design insurance products that cater to the unique needs and lifestyles of the people of Lesotho. Alliance Insurance is a licensed financial services provider and a subsidiary of the Alliance Group Investment Holding Company Limited.

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