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Safe at home: Bees gain life insurance corporate sponsor



Craig Simms

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NEW BRITAIN — Add Vantis Life Insurance to the roster of companies that are sweet on the Bees.

The Windsor-based company plans to keep rooting for a New Britain baseball team when the Bees hit the field on April 21. Vantis had been a long-time sponsor of the Rock Cats before the team relocated to Hartford last year to become the Yard Goats.

As part of a three-year agreement, Vantis will provide advertising support to the Bees both on the team's website and at New Britain Stadium.

"Corporate support is vital to a team's success," said Bees General Manager Patrick Day. "We're pleased that Vantis is a charter sponsor of Bees baseball and part of a core group of corporations in the area helping to keep affordable, family entertainment alive and well in the central Connecticut region. Vantis was one of the first to reach out and express interest in the Bees and we couldn't be more excited to partner with the entire team at Vantis."

Craig Simms, Vantis senior vice president and chief marketing officer said the company was drawn to the league's commitment to the community.

"There has been considerable buzz about this new team and we are pleased to join with New Britain in wishing the Bees a honey of an inaugural season."

Vantis is the second major company to announce it is keeping its sponsorship loyalty in New Britain. Stanley Black & Decker officials confirmed on March 22 that they will be a presenting sponsor this season.

The team will begin its inaugural season of play on Thursday, April 21, against the York Revolution.

-Christopher Fortier, staff writer