



WRU signs two year deal with Admiral

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The Welsh Rugby Union has signed the biggest shirt partnership deal in its history, with Welsh-based FTSE 100 company Admiral.

Admiral's logo is already emblazoned across the chests of Wales' senior national stars, and has been since November 2010, but a new partnership has now been agreed until 2017.

The partnership has also seen Admiral extend their support to the senior Wales women's side which will now also carry the Admiral logo on their playing strip until 2017.

Admiral employs more than 7,000 people at its offices in Wales, Spain, Italy, France, USA, Canada and India and takes a unique approach to its sponsorship of Wales' national sport, using the relationship primarily to reward and incentivise staff.

As is tradition for Admiral, a group of more than 100 staff from the 5,200 strong Welsh workforce who have worked for Admiral for 15 years, together with a group who have been loyal employees for 20 years, have been invited to today's Wales v Ireland clash at the Millennium Stadium. They, along with all Admiral staff, were the first to hear the news of the new partnership via a personalised video message from captain Sam Warburton.

Admiral Group CEO, Henry Engelhardt, said, "We are delighted to announce an extension to our partnership with the Welsh Rugby Union.

"Our staff take huge pride in seeing the company they work for on such an iconic shirt and will be delighted that this will continue.

"The Welsh rugby team certainly puts Wales on the map and it's great to see our name spread around the world in such a positive way."

The partnership links two of the biggest brands in Wales on a global platform and provides a significant financial boost to Welsh rugby.

"We are delighted and proud that Admiral are continuing in their support of Welsh Rugby until 2017," said Welsh Rugby Union chief executive Roger Lewis.

"Their take on sponsorship of the Wales national team is a unique one and we have worked hard together on developing a programme which meets their specific needs.

"Since November 2010 when we first joined up together there have been some magnificent moments on the pitch including two Championship wins, with one a Grand Slam.

"But they will be the first to point out that our partnership has been unique, we have produced some unforgettable moments for Admiral staff and it is a fitting reward to all the hard work both of our teams have put into the relationship that we have reached a stage where we are announcing a renewal."

Events like player visits to Admiral offices, exclusive access to the national squad and previews of kit launches and press announcements are set to continue.

For the WRU an association with one of Wales' largest companies, the country's only FTSE 100 listed company, is a privilege.

"Admiral is a truly global organisation with the company values and international reach to produce the perfect fit for Welsh rugby," added Mr Lewis.