



England's one-day squad in action during last summer's Royal London One-Day Series

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## Royal London extends partnership with ECB until the end of 2019 season

The England and Wales Cricket Board (ECB) today announced Royal London had renewed its title sponsorship of men's and women's domestic and international one-day cricket for a further two years.

The partnership will see Royal London continue to sponsor all England's home one-day internationals and the 50-Over Royal London One-Day Cup competition until the end of the 2019 season.

It will encompass next summer's five-match one-day series against Australia and a three-match series against India as England men's one-day squad build towards the ICC Cricket World Cup to be staged in this country in 2019.

The UK's largest mutual life, pensions and investment company has been an ECB sponsor since 2014 as part of an agreement which also includes support for England women's one-day cricket and ECB's age-group competitions at recreational level. As well as competition naming rights, the sponsorship encompasses access to England players, in-ground advertising and corporate hospitality.

Commenting on the deal, ECB's Commercial Director Sanjay Patel said: "It's exciting that Royal London want to extend their relationship with cricket still further – building on the successful partnership we've forged together over the past four years.

"With the England's men's one-day team victorious in all three one-day series last summer, the England women's team winning the ICC Women's World Cup and the Royal London One-Day Cup serving up a memorable Lord's final, the 50-Over format continues to enjoy a significant media profile and offer valuable brand exposure.

"We will be aiming to make this partnership even stronger over the next two years and would like to thank everyone at Royal London for being such enthusiastic supporters of cricket at all levels."

Emma Hill – Group Head of Brand and Sponsorship, Royal London said: "Our initial partnership with the ECB began at an important time in the company's history as we re-launched the Royal London brand.

“Owing to a very successful 4 years of cricket sponsorship, we’re thrilled to be committing to the sport for another two years as we continue on our brand building journey. Like cricket, we’re a brand steeped in rich heritage and tradition and we’re excited about what we can achieve in partnership together over the next two years.”

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Notes to editors:

### **About Royal London:**

Royal London is the largest mutual life, pensions and investment company in the UK, with Group funds under management of £106 billion. Group businesses provide around 9.0 million policies and employ 3,449 people. (Figures quoted are as at 30 June 2017)

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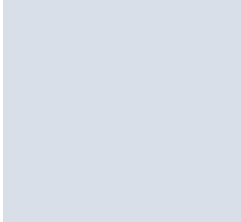
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