

Rugby gets new sponsor

At the SAB World of Beer, yesterday, Wednesday, 11 May 2011, Castle Lager announced its major sponsorship of South African rugby. It now has a new five-year associate sponsorship of the Springbok national rugby team, the renamed Castle Tri-Nations series, all test series in SA and overseas tours by the Springboks.



The brand started its involvement with the Springboks in 1997, after taking over from Lion Lager in a move that allowed it to add rugby to its existing soccer and cricket sponsorships. Today, it is the only sponsor that supports all three of South Africa's largest national sporting codes.

"Castle Lager and the Springboks are an integral part of the fabric of South African society," explained Norman Adami, chairman and MD of SAB Ltd at the launch. "The further coming together of these two brands will be significant for South African sport - both now and in the future."



L to R: Norman Adami, John Smut Bok and Oregan Hoskins

[click to enlarge](#)

Oregan Hoskins, president of the South African Rugby Union (SARU), said, "It is with great pleasure that we welcome them as naming rights sponsor of the Tri-Nations Series.

"This sponsorship of the Springboks represents a renewed and passionate commitment by us to invest more significantly in rugby as a unifying pillar of our country and demonstrates our ambition to represent, harness and support the best that South Africa has to offer," Adami added.

For more, visit: <https://www.bizcommunity.com>