

Emirates becomes Title Sponsor of Asian Rugby

- A Monitor Desk Report

Date: 23 September, 2024



Dubai: Emirates has announced its continued commitment to grow the sport of rugby and expand its reach into new, untapped markets by serving as the Title Sponsor of Asia Rugby.

The new multi-year partnership allows the airline to enable Asia Rugby to invest in and stage 7s and 15s series tournaments, as well as Asia Rugby Championships with participation that cuts across 36 countries in Asia.

As part of the agreement, the airline will be the title sponsor across Asia Rugby competitions and tournaments, including the Asia Rugby Men's and Women's Championships, the Asia Rugby Sevens Series and age-grade competitions cutting across a number of age groups. These tournaments offer a pathway to premier regional and global competitions such as the Rugby World Cup, Rugby World Cup Sevens, the Olympic Games, Asian Games as well as the HSBC SVNS Series and

the World Rugby Sevens Challenger.

The airline's iconic 'Fly Better' branding will appear on match official jerseys, match balls, support staff bibs, post pads, as well as stadium branding, among other benefits for 21 different tournaments over the span of 3 years.

Asia Rugby, the regional association of World Rugby, is based in Dubai, and represents 36 member unions across the continent, including Bangladesh, China, India, Indonesia, Sri Lanka, Malaysia, Thailand and Japan, to name a few. The association organises a mix of Sevens and Fifteens competitions, for both men and women, across different age groups, including U18s and U20s.

Emirates airline also sponsors the jerseys of World Rugby's Match Officials who take to the field in their Emirates 'Fly Better' kits. Emirates' strong rugby partnerships also extend to the South African Emirates Lions and their home venue, Emirates Airline Park.

-N