



**PRESS RELEASE – Tuesday 5<sup>th</sup> July 2011**

## **Typhoo kicks off the sporting season with two major sponsorship deals**

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Typhoo tea, one of the nation's most established household brands, is delighted to announce two new major sporting sponsorship deals with top Rugby League club **St Helens** and power boat racing championship **P1 SuperStock**.

The sponsorship packages, which will be supported by substantial marketing investment, continue Typhoo's commitment to sport. Typhoo aligned in 2008 with the Federation of Disability Sport (FDS) to launch the 'Typhoo Sports for All' initiative, a programme to enable and improve access for disabled people to participate in sport. The campaign was supported by both Sir Geoff Hurst and Martine Wright and to date this programme has trained well over 1,600 community sports coaches, making sport accessible to all.

The two new deals will support Typhoo's ambitious plans for growth in 2011-12, with the manufacturer aiming to deliver over 15% growth in sales year on year.

**Keith Packer, Typhoo Tea CEO, commented:** *"Typhoo is delighted to announce our latest sponsorship deals with two very well renowned sporting brands in the build up to what we know will be a very exciting year ahead. These two opportunities are perfectly aligned to Typhoo's company values and our continued association with sport, and we look forward to building a long lasting and meaningful partnership with the teams and sporting enthusiasts alike. This is the first of our major initiatives this year with more to follow..."*

### **Kicking Off with St Helens Rugby Club...**

Typhoo are proud and excited to announce that they will be main shirt sponsors for St. Helens Rugby League Football Club for seasons 2012 and 2013.

St. Helens are one of the top Rugby league clubs in the world with a rich heritage dating back to 1873. The club has won 5 Super League titles, 10 Challenge Cups, and two World Club Challenges. The power, passion and excitement of Rugby League will complement the heritage of the Typhoo brand. Fans can expect to catch their first

glimpse of the 'Official Tea of the Saints' at the opening of the new 18,000 capacity stadium which is expected to be completed in time for the 2012 Super League season.

As part of their sponsorship agreement, the brand new home and away kit will be released in September 2011, showcasing the iconic Typhoo logo on the front of shirt. The brand will also adorn all media back drops, official club stationery, match day and season tickets, along with over 18,000 branded cups of Typhoo tea which will be served at each home game. Typhoo will also create the 'Typhoo Family Area' where young children can go with their parents to enjoy the game.

St Helens and the clubs fans will also support the Typhoo Sports for All programme with 'bucket' collections at selected games, enabling further funds to be invested in the community sports programme.

**Tony Colquitt, St. Helens CEO, commented:** *"St Helens are delighted to be entering into a partnership with a world class, FMCG brand which will broaden the profile of the club at the most exciting time in its history and widen the exposure of Rugby League to the public. We look forward to realising the full potential of this partnership and increasing the exposure of Typhoo and Saints via a host of joint initiatives. Additionally our Community programmes interact with more than 50,000 youngsters so alongside Typhoo's Sports for All scheme we will be joining forces to get more young people active."*

### **Powerboat P1 SuperStock**

As part of the sponsorship deal with Britain's most exciting new motorsport, the iconic Typhoo pillar box red will adorn a new 250hp P1 Panther boat and the kit of its experienced crew Andy Wilby and Jonny Allbut as it travels to Jersey, Plymouth, Hull, Cowes and Liverpool this year to compete in the five-event championships.

With one of the largest surface areas of any motorsport, P1 SuperStock provides Typhoo with endless brand exposure. Whilst the on-event stalls and sampling stands positioned within the 'Race Village' will reach more than 80,000 spectators over the course of the season, the nationwide TV coverage broadcasting directly from each competition is set to reach over 200m viewers.

This state of the art race boat will undoubtedly be put through its paces over the coming months, however Typhoo will be maximising its use outside of the sporting challenges, to incentivise consumers and internal staff alike via a series of promotional activity.

**James Durbin, Commercial Director P1**, commented: *"P1 SuperStock are delighted to have one of the nation's favourite brands on board for our national championships. The Typhoo boat will become a familiar sight around the coast this summer and we are already working closely with them to deliver tangible business results."*

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