



© R.F.U. 1982

Companies will share all available promotional and ancillary advertising rights, including use of the new RFU symbol.

## *The Symbol of Twickenham*



© R.F.U. 1982

This leaflet shows the official symbol of the Rugby Football Union. It can be used as finished artwork and additional copies can be provided.

Please ensure that you reproduce the appropriate copyright notice "© R.F.U. 1982" in all instances.

This leaflet and all the drawings or reproductions contained herein are the copyright of the RFU 1982. Only authorised licensees are permitted to reproduce or copy any item appearing in this leaflet without the written permission of West Nally Group, Berkeley Square House, 12 Berkeley Square, London W1.

## 8. SUMMARY OF BENEFITS

---

- 8.1 Exclusive stadium advertising and use of Diamond Vision at Twickenham, with no competitive company involvement, over three years, with an option to renew for a further period.
- 8.2 A comprehensive package of promotional rights, allowing the development of integrated marketing programmes.
- 8.3 Superb entertainment opportunities, built around a sport that is extremely popular with major customers and clients.



The hospitality boxes in the new South Stand provide excellent facilities.

- 8.4 The prestige of exclusive association with the RFU and Twickenham.
- 8.5 Television exposure in up to 20 countries.
- 8.6 The potential for substantial press exposure through photographic coverage.
- 8.7 Exclusive promotional and merchandising opportunities using the RFU symbol.
- 8.8 Consistent exposure and time to plan and exploit the programme to the full.
- 8.9 Extended sponsorship activity throughout an eight-month period.
- 8.10 A special relationship with the RFU and the potential for the development of additional activities at club level across the sport.