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Ressort: Sport-Nachrichten

Guinness Six Nations from 2019

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The iconic global brand Guinness is the new title sponsor of the Six Nations, with the Championship known as the Guinness Six Nations from 2019.

The Six Nations is one of the world's best attended sports events and regularly attracts record TV and online audiences in the UK, France, Ireland, Italy and all over the world. Guinness has been sponsor of the Guinness Pro14 since 2014. In 2016, Guinness decided it would

it would remain as title sponsor until 2020. GUINNESS has been the official beer Irish Rugby, English Rugby, Welsh Rugby, and Scottish Rugby as well as being proud partner of Leinster Rugby and Munster Rugby, two of the most outstanding club teams in the Irish Provinces. In addition, GUINNESS is a sponsor of the Guinness Series Irish Rugby Autumn Internationals, a platform for Ireland to compete annually against elite opposition from all over the world.

The new partnership with Rugby's Greatest Championship cements the GUINNESS brand's position as one of the game's biggest supporters.

"We could not be more excited to be working with the Guinness team over the coming years on developing new and innovative ways to connect with our fans and consumers." Diageo President for Europe, Turkey and India, John Kennedy declared : "We are really looking forward to the start of the Guinness SIX NATIONS in February 2019. Working with the Six Nations, we want to enhance both the Championship and the fan experience whilst using the partnership to encourage the adult fans watching, or attending, the games to drink responsibly."

The new patronage is a six-year deal and considerably strengthens GUINNESS' commitment to rugby, adding to an already large portfolio that comprises the Guinness PRO14, and partnerships with the four Home Unions and leading European clubs Leinster and Munster. GUINNESS' legacy of enhancing the communities in which it operates, dates back to founder Arthur Guinness and his philanthropic vision and commitment. This philosophy has always underpinned and continues to define GUINNESS' approach to partnership. Responsible drinking will be one of the cornerstones of the collaboration with The Six Nations Championship.

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