

Sponsorship

Scottish Rugby provides the perfect platform to market businesses both globally and at local level within Scotland. At Scottish Rugby we understand companies have varying marketing and communication requirements therefore each partnership is bespoke, created to ensure delivery of partnership objectives. To gain a full understanding of the how your company can align its brand with the Scotland International Team or directly benefit the community game within Scotland please call:

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Murray

SCOTLAND TEAM SPONSOR Gordon McKie, Chief Executive of Scottish Rugby, said: "This is fantastic news for Scottish rugby just before the team heads off to France for the World Cup. It is particularly pleasing that we have replaced one of Scotland's best known brands with one of Scotland's best known entrepreneurs who is passionate about, and supportive of, all Scottish sport. We very much look forward to working closely with David Murray and his team over the years ahead in what promises to be an extremely beneficial, mutually rewarding relationship." David Murray, Chairman of Murray, said: "The sport of rugby has always held a special place in my heart and so I was delighted to take this opportunity to support the game in Scotland. From a business point of view, we have supported many sports over the years including football, hockey, basketball and volleyball and this sponsorship will play a major role in further building our group profile both within and outside of Scotland." Scotland coach Frank Hadden said: "As good luck messages go, it couldn't be much better than this. The national team are in fine fettle and to have such a powerful endorsement at this time is immensely heartening."

www.murray-international.co.uk

Canterbury

OFFICIAL KIT SUPPLIER TO THE SCOTLAND TEAM Canterbury of New Zealand is the official kit supplier to the Scotland Rugby Team, and has partnered the Scottish Rugby Union since 1999. Canterbury of New Zealand was originally established in 1904 to manufacture kit for the New Zealand All Blacks and this year celebrates its centenary. Canterbury of New Zealand is now the worlds largest rugby dedicated brand supplying rugby apparel to thousands of rugby teams throughout the world. As well as producing the Scotland team kit and official Scotland Rugby merchandise, Canterbury of New Zealand also partners Ireland, Australia, Fiji and Japan. In the Super 12s, The Sharks, Bulls, Reds, Warratahs and Brumbies wear Canterbury of New Zealand kit, whilst in Europe London Wasps, London Irish, Ulster, Munster, Leinster and Connacht all carry the famous CCC brand on their official team kit and merchandise. As well as rugby teams, Canterbury of New Zealand also sponsors players. These players include Scotland and Lions legend Tom Smith, who wears Canterbury of New Zealand boots and body armour.

www.canterburynz.com

The Royal Bank of Scotland

TITLE SPONSOR OF THE SIX NATIONS CHAMPIONSHIP The forthcoming RBS Six Nations Championship will be the fifth sponsored by The Royal Bank of Scotland. The Royal Bank of Scotland Group, founded in 1727, is one of Europe's leading financial services groups. By market capitalisation it is the second largest bank in the UK and in Europe and ranks sixth in the world.

www.rbs.co.uk

SportScotland

SUPPORTING SPORT IN SCOTLAND Sport Scotland is the national agency for sport in Scotland. Our mission is to encourage everyone in Scotland to discover and develop their own sporting experience, helping to increase participation and improve performances in Scottish sport. In all that we do, we strive to add value and act in the best interests of Scottish sport.

www.sportscotland.org.uk

BBC Sport

OFFICIAL PARTNER OF SCOTTISH RUGBY BBC have been covering major sports events for over 80 years and are recognised worldwide for their excellent coverage. As the broadcast partner to the RBS 6 Nations, The Six Nations is live and exclusive on the BBC across television, radio and online. Digital viewers can choose interactive coverage on their television featuring alternative commentary, different pundits and a choice of how they watch the game. The BBC Sport website has its most comprehensive Six Nations coverage ever and goes live in February - www.bbc.co.uk/sixnations

www.bbc.co.uk/sport

Ford Motoring Company

OFFICIAL VEHICLE SUPPLIER As the Official Vehicle Supplier of Scottish Rugby, Ford Motoring Company are delighted with their new partnership and are enthusiastic about supporting rugby across all levels of the game in Scotland. By providing this valuable support, Ford Motoring Company are proactively assisting Scottish Rugby in developing, enhancing and promoting the game in Scotland. With its tough attitude and 4x4 capabilities, the Ranger is already a firm favourite with rugby followers and its popularity is strengthened by the recent arrival of a more potent 3.0 TDCi engine plus automatic transmission in Thunder and Wildtrak guises. The new Ford Ranger is powerful, agile and built to take on any challenge you throw at it so teaming up with Scottish Rugby was an obvious choice. Meanwhile the S-MAX and Galaxy MPVs combine spacious cabins and class-leading safety standards with exceptional dynamic qualities while Mondeo, the newest member in the team, adds a touch of glamour on the pitch. Ford is the vehicle supplier to many other national rugby teams including England and Ireland as well as several in the southern hemisphere.

www.ford.com

The Famous Grouse

THE SPIRIT OF SCOTTISH RUGBY The Famous Grouse: Famous Throughout the Rugby World Our whisky is recognised worldwide for its quality and smoothness. Find out why in 'What the Papers say' ... In Scotland, when people think rugby, they think The Famous Grouse Scotland's favourite whisky is synonymous with Scotland's national rugby team and has been the 'spirit of rugby' since it became the proud Scotland team sponsor in 1990. This partnership was the longest running national team sponsorship in the world of rugby. A lot of whisky has passed under the bridge since 1990 and the fortunes of Scotland's rugby team have ebbed and flowed in that time. Come victory or defeat, the Grouse brand remains a consistent support behind the proud Scotland players. Scotland have had some historic victories since 1990 and since the start of the sponsorship, have picked up a number of trophies, including the 5 Nations trophy and the Calcutta Cup. The Scotland home crowds have been delighted by hard won victories over South Africa, the Barbarians and of course, the Auld Enemy, England. The Famous Grouse is ever present at Scotland games - on players and supporters jerseys, perimeter boards, posters, big screen ads and as a celebratory drink for the fans of all teams. The Famous Grouse does not limit its rugby support to the Scotland Team. The Famous Grouse support club teams in Scotland with perimeter boards at their grounds and the brand is also the team sponsor of Perthshire rugby team who are based only a short distance away from where the brand originally started in 1896. Around the globe, The Famous Grouse has supported rugby in Australia, New Zealand, South Africa, China, India, Italy, Uruguay, Argentina, Chile and Canada. The brand has been involved in a variety of different initiatives including team sponsor, coach of the year, broadcast sponsorship and tournament sponsorship. The Famous Grouse has also been behind the Rugby World Cup, the pinnacle of global rugby, on many occasions. Scotland's famous whisky supporting the most famous rugby teams in the world.

www.famousgrouse.com

Spire Murrayfield Hospital

OFFICIAL HEALTHCARE PARTNER OF SCOTTISH RUGBY Welcome to Spire Healthcare. We have a 25 year record of delivering clinical and service excellence under our previous name BUPA Hospitals. You'll find 25 Spire Healthcare hospitals around the UK, all equipped to a high standard, with experienced medical professionals and dedicated support staff. For us it's more than just treating patients, it's about looking after people.

www.spirehealthcare.com/edinburgh

Scottish Hydro Electric

NATIONAL SPONSOR OF SCOTTISH COMMUNITY RUGBY Scottish Hydro Electric is very pleased to have forged a strong and innovative partnership with Scottish Rugby at the community level of the sport. We recognise that grass roots entry to the sport and robust support in our local communities creates great players for the future. Our programme of support is known as Scottish Hydro Electric Community Rugby. Our commitment combines an immediate financial boost for club and grassroots rugby in Scotland, with the opportunity to work together over the long term, to attract a significant new income stream to the sport. Scottish Hydro Electric is the title sponsor of every major club rugby competition in Scotland - the Premiership, National Leagues and National Cup, including the 2007 Super Cup. In addition, we have agreed to collaborate on the provision and marketing of a new electricity and gas tariff, to be launched later in 2007. This special rugby tariff has the potential to add several hundred thousand pounds to the total community sponsorship. This is an important step forward for Scottish Rugby and for Scottish Hydro Electric - one which complements our other investments in community activities in Scotland. We are looking forward to being associated with the sport as it moves into an exciting new era, and in a way which will deliver sustained and long-lasting benefits to community rugby. Scottish Hydro Electric is part of the Perth-based Scottish and Southern Energy group. It is Scotland's third largest FT-SE 100 Company and the third largest supplier of electricity and gas in the UK, with 7.5 million customers. In November 2006, Scottish Hydro Electric and its sister energy suppliers Southern Electric and SWALEC secured the award for the best energy supplier over all in the largest-ever customer satisfaction survey in energy supply, organized by uSwitch.com. We would love to add your support to Scottish Hydro Electric Community Rugby.

www.hydro.co.uk

Novotel

OFFICIAL HOTEL PARTNER OF SCOTTISH RUGBY Novotel is part of the Accor group which is the European leader and a major global group in hotels. Accor operates more than 4,000 hotels and nearly 500,000 rooms in 90 countries. There are three Novotels in Scotland, two in Edinburgh and one in Glasgow, each offering stylish, comfortable four star accommodation. The latest of these - Novotel Edinburgh Park - opened in April 2008 and is the first hotel at the prestigious business destination. Inge Van Ooteghem, Area General Manager, from Novotel, said: "We are delighted to announce this link with Scottish Rugby and look forward to supporting its players and staff, particularly the national squads. Novotel has a firmly established presence in Scotland and we are proud to have two venues in Edinburgh perfectly situated between the home of Scottish Rugby, Murrayfield Stadium."

www.novotel.com

Martin Currie

OFFICIAL SUPPORTER OF SCOTTISH RUGBY DEVELOPMENT / OFFICIAL SPONSOR OF SCOTLAND WOMEN'S RUGBY Martin Currie is a specialist active equity manager. From its headquarters in Edinburgh, the company manages £13.3 billion (US\$26.0 billion) for 169 clients worldwide, including financial institutions, charities, foundations, pension funds and investment trusts. Martin Currie is a private company, 100% owned by its employees and committed to remaining independent. The company believes this aligns its interests directly with its clients and is the best foundation to develop as a specialist investment management business. Martin Currie describes itself as 'the big boutique'. In practice, this means having the solidity, professionalism and robustness of process of a large company, combined with the distinctiveness, client focus and personal ownership of a small company.

www.martincurrie.com

Brewin Dolphin

SPONSOR OF SCOTTISH SCHOOLS RUGBY Brewin Dolphin delivers individually crafted solutions for private clients and professional advisers and offers a wide range of investment banking services. We are the largest independent private client investment manager in the UK and we manage approximately £17bn on behalf of many thousands of clients from offices throughout the UK and Channel Islands. Our investment management teams work with private clients, trusts, pension funds and charities, offering award-winning discretionary and advisory management services. Whatever your situation, our focus is on creating a portfolio that is tailored to your unique needs.

www.brewin.co.uk

FOOD STANDARDS AGENCY SCOTLAND

PARTNERSHIP WITH SCOTTISH RUGBY FOR A PILOT NATIONAL PRIMARY SCHOOL PROGRAMME Food Standards Agency Scotland (FSAS) have teamed up with Scottish Rugby to kick start an exciting new partnership. The initiative will encourage children from primary schools across Scotland, to increase their knowledge of food hygiene and healthy eating while improving their level of physical activity through rugby coaching sessions. Lydia Wilkie, Assistant Director, FSAS, said: "Using sports coaches as role models helps to motivate youngsters to take on and understand messages about healthy eating and good hygiene along with fun activities. Therefore, we are delighted to be in partnership with Scottish Rugby."

www.food.gov.uk

Land Rover

SPONSOR OF SCOTLAND SUPPORTERS CLUB Scottish Land Rover Dealers have sponsored the Scotland Supporters Club for the last three years, reaffirming Land Rover's long standing passion for rugby and outdoor pursuits. As part of the sponsorship, Land Rover provides Scottish Rugby with two vehicles, including the latest award-winning Discovery 3 vehicles. With its emphasis on space, power, innovation and authenticity, these tough yet luxurious seven-seat vehicles support Scottish Rugby's work in several ways. Land Rover has a proud history of involvement with rugby over a number of years, including sponsorship of England Rugby and Premier Rugby, the 2005 and 2001 Lions Tour of New Zealand and Australia as well as supplying vehicles to support the RFU's Youth Development Officer Programme. The iconic four-wheel drive manufacturer's commitment to rugby in Scotland is expressed in their continued support of the Scottish Rugby, helping to drive Supporters Club Membership across the nation.

www.landrover.com

Aberdeen Asset Management

TEAM SPONSOR, EDINBURGH RUGBY CLUB Aberdeen Asset Management manages assets for both institutions and private investors alike across the three primary asset classes of equities, fixed income and property. It has 24 offices in 21 countries and manages in excess of £113 billion (as at end of June 2008) for clients worldwide. Still headquartered in

Aberdeen, Scotland, and now in its 25th year, the company has experienced rapid expansion - today being one of the largest independent asset managers in the UK. Aberdeen's sponsorship portfolio incorporates a number of events, institutions and individuals, including golf's World Cup Winner, Colin Montgomerie.

www.aberdeen-asset.com

Scottish Widows Bank

OFFICIAL PARTNER OF RUGBY CHAMPIONS Scottish Widows Bank and Scottish Rugby have teamed up to support Rugby Champions, a new national initiative to encourage more state secondary schools to offer rugby training, run rugby teams and play fixtures against other rugby-playing schools. Rugby Champions will reward the teachers or volunteers who give up their own time to promote the sport in their schools, with clothing and rugby equipment as the schools reach levels of achievement. By opening a Scotland Rugby Savings Account rugby supporters can contribute directly to the numbers of young people in Scotland playing or taking part in rugby, helping them to stay active and healthy. Scottish Widows Bank will donate 0.4% of the equivalent savings balances to the Rugby Champions project each year, funding the growth of rugby at grass-roots level in Scotland.

www.scottishwidows.co.uk/rugby

Gilbert

OFFICIAL BALL PARTNER Gilbert Rugby is a company with over 180 years of rugby heritage. When the "inventor of the game" William Webb Ellis picked up the ball and ran with it on the Close at Rugby School in 1823, it was a Gilbert ball he chose. Since that eventful day Gilbert have supplied balls to teams from all Nations, at all levels and are proud to be the Official Ball Supplier to the Scottish Rugby Union. The balls of today are completely different to the old leather "pigs" of the past; the modern synthetic balls are more akin to Formula One racing tyres with hi-tech rubber compounds and grips. It is Gilberts constant research and development that has maintained the brand as the Number One choice in Europe and of the Major Rugby Nations. Not only does Gilbert manufacture the finest footballs, there is an extensive range of Footwear, Protection and Rugby Equipment that is worn by Club and International players worldwide. The product range includes lightweight, high performance rugby boots, impact-absorbing protective wear and a complete range of training equipment and clothing. GILBERT is truly an International brand name, which you will always find at "at the heart of the game".

www.gilbertrugby.com

Leeds Metropolitan University

PARTNER OF SCOTTISH RUGBY EXILES Scottish Rugby have joined forces with Leeds Met Carnegie University to provide a home from home for the Scottish Exiles squad. Our partnership agreement with the leading sports university in England will see the best of Scottish rugby talent south of the border benefit from access to some of country's leading sports scientists and facilities. Carnegie has a diverse and successful range of external work and some major partnerships. These include school partnerships & sports partnerships such as the Leeds Rugby partnership. The potential of Carnegie to engage in enterprising partnerships is enormous and we welcome the opportunity to work in partnerships that are creative, innovative and world class, and which have pan University appeal.

www.leedsmet.ac.uk

Gatorade

OFFICIAL SPORTS DRINK TO SCOTTISH RUGBY AND THE SCOTLAND TEAM Gatorade is the Official Sports Drink to Scottish Rugby and the Scotland National Team. Developed in 1965 for the Florida Gators American Football team, Gatorade was the world's first sport drink. It is scientifically formulated and proven to quench thirst, replace fluids and electrolytes and provide carbohydrate energy to enhance athletic performance. The commitment of the scientists at the Gatorade Sports Science Institute means that Gatorade continues to be the most researched sports drink in the world. They work closely with athletes around the world to help them understand their individual hydration needs so they can perform at their best. For more information, visit www.gatorade.co.uk and www.gssiweb.org

Purely Scottish

OFFICIAL WATER SUPPLIER TO THE SCOTLAND RUGBY TEAM Purely Scottish Mineral Water is delighted to be the official mineral water supplier to Scottish Rugby. As one of the fastest growing mineral water suppliers in the UK, and a company with a keen interest in contributing to a healthier nation, it is entirely appropriate that Purely Scottish should be helping the national team maintain a healthy level of hydration throughout their gruelling schedules.

www.purelyscottish.com

EAS Sport Supplements

THE OFFICIAL SUPPLIER OF SPORTS SUPPLEMENTS TO THE SCOTLAND TEAM EAS is the official sports supplement supplier to the Scotland national team as well as the official partner for Scottish Rugby and its 237 affiliated clubs. Scottish Rugby has identified a selection of EAS products from its comprehensive Myoplex and Energy ranges to

help support the training, performance and recovery of all the players. Players are taking a variety of products to suit their needs, body types and specific roles in the squad. Key to the deal is EAS' ability to offer absolute assurance that its products are of the highest quality and guaranteed doping free. The company undertakes rigorous, independent testing of every product in laboratories accredited to ISO 17025. Supplementing the tough rugby training and match performances is key. Such products help players put back what the sport takes out in terms of hydration, replenishing energy stores, boosting muscle repair and development and restoring vitamins, minerals and other nutrients lost through exertion.

www.eas-uk.com

Life Fitness

OFFICIAL SUPPLIER OF FITNESS & CONDITIONING EQUIPMENT TO THE SCOTLAND TEAM To finish first, preparation can't come second. That's the philosophy behind every Life Fitness and Hammer Strength athlete and team. Their confident stature in action is a direct descendent of their presence in the training room. They prepare to win. They also contribute to the unsung people and places that once looked out for them. At Life Fitness, we call them true leaders by trade. Because the only standards they follow are the ones they set for themselves. Life Fitness and Hammer Strength are proud to help prepare the Scotland team.

www.lifefitness.com/select_uk.cfm

Scotia Radio Services Ltd.

OFFICIAL RADIO SUPPLIER TO SCOTTISH RUGBY

www.scotia-radio.co.uk

ASICS

OFFICIAL FOOTWEAR SUPPLIER TO THE SCOTTISH NATIONAL ACADEMY ASICS are proud to be the Official Footwear Supplier to the Scottish Rugby National Academy. Originally founded in Japan by Kihachiro Onitsuka in 1949, ASICS has based its heritage on his philosophy of helping the young become good members of society through sport. ASICS, an acronym of the Latin phrase Anima Sana In Corpore Sano, means a Sound Mind in a Sound Body and it is these values that ASICS still stands for today. The relationship therefore is ideally suited as the members of the National Academy strive to emulate the Scottish Rugby greats of the past. ASICS UK Marketing Manager Eoin Treacy said, "We are very excited about working with the Scottish National Academy as it gives us the opportunity to work with the next generation of international rugby players. We aim to provide the players with the best footwear available both on and off the field and would love to continue working with them as they grow on the international stage." Stephen Gemmell, National Academy Manager said, "At this level of sport the little things make a big difference. By working with ASICS the players are getting the best footwear available so they can concentrate on improving their game and reaching the next level of their sport." Both parties are very excited by the relationship and are looking forward to working closely over the coming years.

www.asics.co.uk