

npower Extends Title Sponsorship Of Test Match Cricket



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Leading energy supplier, npower, has announced a two-year extension to its title sponsorship of domestic Test match cricket. The new deal will maintain npower's position as one of the largest corporate sponsors of cricket in the UK and will run until the end of the 2011 Test series against India, with the option to extend until after the end of the next Ashes series in 2013. npower has been the title sponsor of domestic Test match cricket since 2001.

As part of the sponsorship npower will continue to enjoy significant commercial access to the England cricket team as well as an extensive package of rights including ticketing at Test matches and image rights. The deal will also provide npower with the opportunity to build a greater brand presence at Test match venues through advertising, branding and sampling.

npower will also continue its successful grassroots initiative, [npower Urban Cricket](#), which it runs in partnership with the England and Wales Cricket Board. As part of the new deal, two more purpose-built cricket facilities will be built in major conurbations across the UK - adding to the five that have already been created. These facilities, that provide a permanent and safe space for children to learn the basics of cricket, aim to increase participation and leave a long-term, sustainable legacy for the sport.

Kevin Miles, CEO of [npower](#) retail, said: "We're delighted to announce our continued sponsorship of Test cricket: to be at the heart of the game for eleven years is something we can be extremely proud of. Test cricket - and particularly the current [npower Ashes Series](#) - continues to capture the public's imagination and we're thrilled to be involved."

"Our Urban Cricket initiative continues to go from strength to strength. Renewing our contract ensures future investment in this scheme which is vital for the development of cricket from playground to Test arena."

"From a brand perspective, not only has our cricket sponsorship provided us with great visibility, it has also provided a strong marketing platform for our other products and services like our gas boiler installation service, npower hometeam. We're already looking forward to the next two seasons."

David Collier, ECB Chief Executive added: "The ECB believes Test matches are the pinnacle of cricket and is committed to growing its popularity both at home and overseas. We are therefore delighted npower will continue as the title sponsor of our home series until 2011. Since the start of its sponsorship in 2001 npower has been a very energetic and committed partner of English cricket. Nowhere is this better demonstrated than in its Urban Cricket initiative that has helped give thousands of children across the country a chance to play cricket for the first time."

The new agreement sees the end of npower's official partner sponsorship of the Twenty20 Cup, a competition it has sponsored since its inception in 2003. npower will continue its sponsorship of the Women's Test series.

- ENDS -

About

npower:

npower is one of Britain's largest [electricity supplier](#) and supplies gas, electricity and related services to 6.6 million customers across the UK. npower is a market leader in renewable energy and sources the [green energy](#) for juice directly from renewable sources, at no extra cost.

RWE npower has been awarded the prestigious CommunityMark from Business in the Community (BITC). npower is the only utility business, amongst 21 other companies in the UK, to receive this accolade. The CommunityMark is a new BITC standard which has been created to recognise companies that are good investors in local communities and who have brought about real and positive changes.

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