



SIX NATIONS RUGBY AND GUINNESS AGREE GROUNDBREAKING PARTNERSHIP SPANNING THE WOMEN'S AND MEN'S CHAMPIONSHIPS

- Six Nations Rugby and Guinness have agreed a new long-term partnership.
- Guinness will become the Title Partner of the Women's Six Nations in 2024, alongside extending its Title Partnership of the Men's Championship from 2025.

For Immediate Release

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Six Nations Rugby and Guinness have announced a new long-term partnership that will see the women's Championship renamed the Guinness Women's Six Nations as of 2024, alongside the extension of the Title Partnership of the Men's Championship, the Guinness Men's Six Nations.

The expansion of the iconic partnership reflects a shared ambition to continue to build both events into the most valued and respected Championships in world sport, offering the widest possible appeal for a global audience.

Guinness became the very first partner of the Women's Six Nations in 2019, at the same time as their Title Partnership of the men's Championship began. Guinness's new Title Partnership with the Women's Six Nations confirms the brand as one of the world's biggest supporters of women's rugby.

Guinness' Title Partnership of Women's Six Nations is a representation of its commitment to create a better society through diversity and inclusion, as part of Diageo's *Society 2030: Spirit of Progress* agenda.

As the greatest annual international rugby competition, the Guinness Men's Six Nations continues to grow, with players and fans joined in anticipating its arrival and savouring the blockbuster entertainment it delivers.

Commenting on the new partnership with Guinness, Tom Harrison, CEO of Six Nations Rugby, said:

"Guinness and the Six Nations have become synonymous, and everyone involved in the partnership, including our unions, is truly excited to continue our work together for many more years.

This is a defining moment for rugby, with huge potential on the horizon and a genuine opportunity to widen the audience for the sport, to help secure its future.



The women's game is the biggest growth engine for rugby, and through this partnership, Guinness will help accelerate this.”

Stephen O’Kelly, Diageo’s Global Brand Director for Guinness, added:

“We are fully committed to the game of rugby and the values it supports in creating an inclusive game for everyone. That’s why we are proud that Guinness will become the Title Partner of the Women’s Six Nations in 2024, alongside the extension of its Title Partnership of the Men’s Championship.

This new partnership will help support the skill and talent of the women’s competition to surge forward towards a level playing field between the men’s and women’s game. It is our goal to Never Settle until rugby is a place where everyone belongs, where we hold nothing back, and where we unite together in sport and life.

This is a new era for Guinness Rugby and we can’t wait for it to kick off. Let’s raise a Guinness to the future of these Championships, which are set to be as exciting for the fans as they will be for us.”

The 2024 Guinness Men’s Six Nations begins on February 2nd, and the 2024 Guinness Women’s Six Nations will kick off on March 23rd.

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For more information, contact:

Michael White, Head of PR and Communications, Six Nations Rugby

E: michael.white@sixnationsrugby.com

M: [+44 \(0\) 79292 06878](tel:+44207929206878)

About Six Nations Rugby

Six Nations Rugby is the official organisation responsible for the annual international rugby competitions that include the Guinness Six Nations, TikTok Women’s Six Nations, Under-20 Six Nations, Under-18 Festivals, and the Autumn Nations Series.

Six Nations Rugby operates on behalf of and in partnership with its shareholders, that include its member unions and federations: England (RFU), France (FFR), Ireland (IRFU), Italy (FIR), Scotland (SRU) and Wales (WRU).



Primary responsibilities of Six Nations Rugby include the negotiation and management of centralised commercial rights on behalf of its shareholders, as well as the promotion and operation of its annual Championships and competitions.

Six Nations Rugby is proud to work with the following partners: Guinness, Sage, TikTok and Breitling.

For further information about Six Nations Rugby please visit: www.sixnationsrugby.com

For all the latest news, information, statistics, and rights free multimedia, please visit: <https://media.sixnationsrugby.com/>

A recap of the 2023 Six Nations Rugby Championships

The 2023 Championships were an advert for the very best of the women's and men's game triggering huge audience engagement across key markets. Broadcast coverage of the Women's Six Nations rose by 28% with 13.5million viewers tuning in across 161 territories. Social followers of Six Nations Rugby channels saw a 49.5% increase, with a 50/50 gender split. For the men's Championship, 121million fans watched via broadcast in 209 territories, in addition to 737million digital content views.