

# TRIBUTE

THE OFFICIAL BEER OF SOUTH WEST RUGBY

## A WORD FROM YOUR SPONSOR



Welcome to this month's edition, bringing you all of the latest news from the Tribute Leagues.

It's been a superb start to the season in the South West. There have been a few Tributes earned on the pitch, and plenty of action off it, too.

There's a slightly different format to the leagues this season, which will see more teams and even more great matches. We've also been working on more and more sponsorship opportunities to reinforce our commitment to grass roots rugby in the South West, and beyond.

## TEAM PROFILE LONDON CORNISH

### Keeping it Cornish in London

Tribute Ale - the Official Beer of South West Rugby - is extending its support for the game beyond the region after signing a shirt sponsorship deal with London Cornish RFC.

The deal with London Cornish demonstrates the Brewery's support for rugby and recognises the huge increase in national sales of Tribute, with London becoming an increasingly important and growing market for the ale.

Players and staff from the club joined representatives from St Austell Brewery at London Cornish's local pub, The Telegraph in Putney Heath, to celebrate the sponsorship deal which will see the first team taking to the field this season wearing smart new Tribute Ale branded shirts.

London Cornish RFC is one of the fastest rising amateur clubs in London, currently playing in London 2 South-West. There are four adult sides playing in leagues every week and the club, based just outside Putney, frequently welcomes more than 50 players to their once-a-week training sessions.



Director of Rugby at London Cornish RFC, Dickon Moon, said: "We are delighted to welcome St Austell Brewery to our family of sponsors. They fit the profile of the type of once-a-week sponsors we are keen to attract very neatly, a progressive Cornish company with a developing presence in London. Tribute Ale is the beer of choice of our players and supporters alike and we look forward to a long and fruitful partnership between the two organisations."

Jeremy Mitchell, Head of Marketing at St Austell Brewery, said: "We're delighted to extend our commitment of rugby out of county with a team whose roots are very much Cornish. Tribute Ale has enjoyed tremendous growth over the last 12 months and this latest deal is another example of supporting Tribute Ale's national aspirations."

## WHAT'S BREWING



### Tribute blows the whistle on ref sponsorship

A new shirt sponsorship deal with Devon referees has further reinforced St Austell Brewery's commitment to the county's rugby.

The deal with the Devon Rugby Referees Society is the latest through the Brewery's flagship Tribute Ale brand which is already the "Official Beer of South West Rugby".

It means that as many as 80 referees, officiating in Tribute Leagues South West One or below, will now take to the field wearing smart new Tribute-branded shirts.

Dean Davies, President of the Devon Rugby Referees Society, said: "Having the support of Tribute Ale means we can continue and develop the work we do across the county. It's a real morale booster for all our members taking to the pitch in fantastic looking new kit. We're really grateful to Tribute Ale and its commitment to rugby in Devon and beyond."

Marc Bishop, Trade Marketing Manager for St Austell Brewery, said: "Signing a deal with The Devon Rugby Referees Society is further reinforcement to St Austell Brewery's commitment to grass roots rugby in the South West. Supporting the excellent work of the Devon Rugby Referees Society is a further link between the South West's favourite beer and the South West's favourite sport."

## LEAGUE MATTERS – NEW LOOK LEAGUES FOR SOUTH WEST



This season sees a new structure to the South West's top leagues, with the number of clubs increasing from 12 to 14 – giving clubs four extra league games per season.

Mike Gee, the South West's League Coordinating Secretary, said: "It's an exciting time for rugby in the South West; clubs have been telling us they want more league games, and that's exactly what we've given them." Among the leagues making the switch in the South West

are Tribute South West One, Western Counties North and West, and Cornwall/Devon.

Further down the league structure Cornwall One and Two have combined to form the Tribute Cornwall league, made up of 12 teams.

In Devon clubs are involved in a trial, being watched with great interest by the rest of the country, which involves two leagues of nine teams playing each other for the first part of the season before the top teams move into a Super League during the spring.

Elsewhere the structure in Somerset remains largely the same, but continues to give league rugby to clubs' second and third teams as part of the Premier Rugby Union competition in England.

## CAPTION COMPETITION

### Win Beer!

Give our caption competition a go for your chance to win a crate of the South West's Favourite. Just send your entries to [tribute@brayleino.co.uk](mailto:tribute@brayleino.co.uk) and we'll announce the winner in next month's edition.

This month's photo was kindly supplied by The St Austell Voice. If you'd like a photo published in our ezine, just send it to us at the address above.



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