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RFU AND LLOYDS ANNOUNCE LANDMARK MULTI-YEAR PARTNERSHIP AS LLOYDS BECOMES OFFICIAL BACK-OF-SHIRT PARTNER

- Lloyds becomes first official back-of-shirt partner for men's and women's senior teams in deal that will accelerate the growth of rugby in England
- Landmark multi-year agreement unites two iconic brands to take the game forward together, providing significant investment for local community clubs and supporting the sport from grassroots to elite level
- The partnership is marked by a launch film featuring Maro Itoje, Ellie Kildunne, and the iconic Lloyds black horse at Allianz Stadium, the home of England Rugby

The Rugby Football Union (RFU) today announces a landmark principal partnership as Lloyds becomes the Official Banking Partner of England Rugby. The multi-year agreement represents a significant investment in the future of English rugby, combining support for the elite national sides with a shared commitment to strengthening community clubs and accelerating digital innovation across the sport.

Lloyds – the UK's biggest digital bank with more than 28 million customers including one million business relationships – will have their iconic Black Horse logo on the back of the England Rugby shirt and anthem jackets, worn by the men's and women's senior teams.

The partnership aligns one of Britain's most recognisable brands with two of the nation's most celebrated sporting teams, and will focus on moving the game forward together, from local community clubs to elite performance.

Lloyds and the RFU will launch dedicated participation initiatives designed to improve the long-term sustainability of local grassroots clubs, enhance community facilities, and introduce tens of thousands of young people to the sport. Further details on these community participation and funding programs as well as support around digital transformation projects will be announced in 2027.

Bill Sweeney, RFU CEO, said: "This is a truly significant partnership for the RFU and marks an important moment for rugby in England. Lloyds is one of the country's most recognised and proudly British brands, and their commitment extends far beyond

visibility on the England shirt.

“Together, we have a shared ambition to grow the game from the grassroots up, creating more opportunities for people of all ages and backgrounds to play, enjoy and be part of rugby.

“What makes this relationship particularly exciting is its potential to make a real difference across every level of the game, from local clubs to our England teams. Lloyds shares our belief in rugby’s power to bring communities together, and we are delighted to welcome them into the rugby family as we deliver our vision for the future together.”

Suresh Balaji, Chief Marketing Officer at Lloyds, said: “Rugby is at the heart of communities across Britain, bringing people together from grassroots clubs to the international game. As a bank rooted in those same communities, we're proud to partner with the RFU to help strengthen rugby at every level.”

“Seeing our iconic Black Horse on the England shirt for the first time is a proud moment for all of us here at Lloyds. By championing rugby, we're championing the ambitions of the people and businesses that help our communities thrive, right across the country.”

Maro Itoje, England Rugby captain said: “Some of my earliest memories of rugby come from the people I met through the game - my coaches, my teammates I grew up alongside and the volunteers who gave their time every week. All of these experiences laid the important foundations for my international career. What excites me about this partnership is Lloyds’ commitment to the whole game; to strengthen those foundations, welcome more people into rugby and help our incredible sport fulfil its potential. The impact will be fully felt across rugby, from local clubs and young players right through to the England teams”

Ellie Kildunne, Red Roses said: "Rugby has given me so many opportunities throughout my life, and those opportunities begin at local clubs and in communities across the country. That's why it's so encouraging to see Lloyds making a long-term commitment to the sport at every level, including the England teams."

"The strength of English rugby comes from the people who volunteer their time, support their clubs, and help young players develop a love for the game. Knowing that this partnership will invest in those foundations, while also helping the game grow and reach new audiences, makes it an exciting step forward for everyone involved in rugby."