

Saudi Pro League To Take Commercial Partnerships To New Heights With Appointment of RISE as Exclusive Sponsorship Agency

Partnership set to revolutionise fan and sponsor opportunities for region's biggest football league



Ar-Riyad, Saudi Arabia Dec 13, 2021 ([Issuewire.com](https://www.issuewire.com)) - The Saudi Pro League (SPL) (www.spl.com.sa) has announced the appointment of RISE Group (www.risegroupme.com) as its exclusive sponsorship agency. The agreement marks a significant development for Saudi football and

the SPL's sponsorship offering, as the league reaches the halfway point of the 2021/22 season.

Under the terms of the agreement, RISE will seek to enhance and diversify the SPL's sponsorship model, creating new opportunities for the league's partners to build and support fan communities, activate new rights platforms, and drive brand and business objectives through dynamic, long-term partnerships.

Both the SPL and RISE are committed to delivering a new era of sponsorship for partners of the league.

Commenting on the announcement, Eng. Abdulaziz Al-Afaleq, Chairman of the Board of Directors of the SPL, said: "We are delighted to welcome RISE as our strategic sponsorship partner as we seek to revolutionise our commercial offering, and create new and exciting opportunities for our partners."

"Football continues to be the number one sport in the Kingdom and our commercial growth must be aligned with our ambitions to become one of the top football leagues in the world. I believe we have the best partner on board in RISE to help us achieve our goals and evolve our sponsorship program to deliver world-class opportunities for domestic and international companies."

Tom Berrington, the Managing Partner at RISE, said: "The SPL is moving with pace into an exciting stage of its evolution. We look forward to delivering success for the league and working with SPL's sponsors to help them realise their ambitions through mutually beneficial partnerships that exceed international best-practice."

"Signing with the SPL further underlines RISE's commitment to Saudi Arabia and its flourishing sports sector. We have already begun unlocking never-before-seen opportunities for sponsors of football in the Kingdom and will be taking these to market over the next few seasons."

RISE has been operational in Saudi Arabia since 2014 and has a distinct track record of delivering successful commercial programs for its clients. In 2018, the Group announced, alongside the Royal Commission for Riyadh City, that it had raised more than SAR 1billion (USD 278million) from the sale of Riyadh Metro Naming Rights. It also successfully raised more than SAR 55million in sponsorship revenue for the inaugural Diriyah Season, organised by the Ministry of Sport, which featured the Clash on the Dunes, presented by The Public Investment Fund, and Diriyah Tennis Cup, presented by Saudi Aramco.

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ABOUT RISE (www.risegroupme.com)

RISE is an independent marketing and commercial services consultancy.

We work with clients to maximise business and brand returns on their investments, by providing a range of services tailored specifically towards achieving commercial objectives.

We help both public and private sector clients to transform the commercial value of their assets or investments, by combining strategic consultancy with implementation to deliver long-term impact and lasting value.

PHOTO CAPTION: Tom Berrington, Managing Partner, RISE Group, joins Eng. Abdulaziz Al-Afaleq, Chairman of the Board of Directors of the SPL, in announcing the new long-term appointment of RISE

as the SPL's Exclusive Sponsorship Agency

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Source : RISE Group

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