

DURHAM COUNTY CRICKET CLUB

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Durham and Liontrust agree partnership

Durham County Cricket Club and Liontrust, the specialist fund management company, have agreed an initial two-year partnership deal.

This includes sponsorship of the Durham Jets, with the Liontrust brand appearing on the reverse of the Vitality Blast shirts, and the Emirates Riverside's Family Zone.

Liontrust will support Durham CCC's development of the women's game and become the Women's Academy sponsor. Liontrust will also help to enhance the club's community engagement through the Durham County Cricket Club Foundation and a new programme in Kenya.

The partnership extends Liontrust's sponsorship in sport. The company has had a partnership with Oxford United for the past three years and sponsors the Telegraph's Sporting Heroes and Total Football podcast, along with the It's Your Money podcast.

Sir Ian Botham, Chairman of Durham County Cricket Club, said: "We are absolutely delighted to be entering into a partnership with Liontrust. The deal brings together two strong organisations within their chosen fields and we're excited to start developing a strategic relationship that will focus strongly around the club's ambitions to develop Durham CCC's work within the community and our family experience at the ground on matchday.

"In order for the club to move forward, we are keen to enhance our overall cricket experience for families, women and girls and children as we continue to grow our reputation.

"It is fantastic that we have been able to secure a mutually beneficial deal and we are delighted to have Liontrust as a partner for the next two years."

Liontrust Chief Marketing Officer Simon Hildrey said: "We have chosen to partner with Durham CCC because of the club's fantastic track record of developing young cricketers into first class and international players.

"We have also been impressed by our shared values, including Durham's commitment to community engagement and social change in the north-east of England. We have been particularly attracted by the opportunity to support the development of women's cricket.

"The partnership will allow Liontrust to reach a growing cricket fan base and therefore raise our profile and we're excited to work with Durham closely over the next two years."

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Notes for editors

Durham County Cricket Club's history began when it was established on 23rd May 1882, and they played their first match at Chester Road cricket ground. After just less than three years, the Test & County Cricket Board awarded DCCC first-class status in 1992. Durham became the first county to be granted such status for 70 years. The Club won its first piece of silverware in 2007 at Lord's in the Friends Provident Trophy final. In 2008 Durham County Cricket Club won the LV County Championship and the Second Eleven Championship, both for the first time in the Club's history. The first eleven went on to retain the Championship title in 2009 and then won it for a third time in 2013. The following year, Durham won the 50-over Royal London One-Day Cup in 2014. In 2010 the Club signed a ground-breaking sponsorship agreement with Emirates Airlines, with the company committing to be Main Club Sponsor.

Liontrust, which was launched in 1995, is a specialist fund management group whose shares are quoted on the London Stock Exchange. Liontrust has £10.6 billion in AuM (as at close of 31 December 2017) and was named Specialist Group of the Year at the Investment Week Manager of the Year Awards 2017. Liontrust has eight fund management teams: five that invest in UK, European, Asian and Global equities, a Global Fixed Income team, a Sustainable Investment team and one team that manages Multi-Asset portfolios.