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Leeds Building Society and Rhinos new sponsorship deal breaks records

Leeds Building Society's sponsorship deal with Challenge Cup holders Leeds Rhinos is set to continue for another three years - setting a new record in the process.

The deal will see the Society continue as main club sponsor of the Rhinos until the end of the 2023 season, making the front shirt sponsorship agreement the longest in Super League history, as well as a club record.

This is the 15th season that the Society has been the club's principal sponsor. It follows a successful year for the Rhinos in 2020, when they defeated Salford Red Devils to bring home the Challenge Cup.

Richard Fearon, Leeds Building Society's Chief Executive Officer, said: "I'm delighted we're continuing our record-breaking partnership with another long-standing organisation in our home city.

"We are both forward-looking and successful, and proud of our heritage and shared values.

"We look forward to continuing to see our logo on the team shirts and wish the Rhinos every success this season."

Leeds Rhinos Commercial Director Rob Oates added: "As a club we are proud of our partnership with Leeds Building Society. In particular, I would like to thank Richard Fearon for his support especially over the last twelve months.

"They have backed us in what has been tough times for everyone which makes the partnership even more special. Everyone in our community has faced unprecedented challenges due to the global pandemic and the support we have received from Leeds Building Society and all our partners means that we can continue to support our community and look forward to a bright future together."

Successes by Leeds Rhinos during their partnership with the Society include World Club Champions in 2008 and 2012; Grand Final winners in 2007, 2008, 2009, 2011, 2012, 2015 and 2017; and the Challenge Cup in 2014, 2015 and 2020.

Ends

Notes to Editors

Leeds Building Society operates throughout the UK and had assets of £20.6bn at 31 December 2020 (£20.8bn at 31 December 2019). The UK's fifth-largest mutual has its head office in the centre of Leeds, where it has been based since 1886.

The Society won the title of Best Shared Ownership Mortgage Lender in the 2020 What Mortgage Awards, its fifth consecutive year of success in this category. It also received a Gold Ribbon from Fairer Finance for savings accounts for the third year running, based on customer happiness and trust, along with the ability to explain things clearly.