

Elior UK Becomes Title Sponsor of Champ Rugby in Multi-year, Purpose-led Partnership

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Contract caterer [Elior UK](#) has announced a multi-year partnership with Champ Rugby, becoming the title sponsor of the Rugby Football Union's (RFU) Tier 2 competition, in a relationship built on shared values, community impact and a commitment to health and wellbeing.

Under the new agreement, the competition will be known as Elior Champ Rugby. This is a significant new chapter for the league and a major step forward in Elior UK's investment in sport, culture and social value. The agreement marks the first title sponsorship for the league in over six years and reflects a shift towards purpose-led collaboration, where commercial success and social impact go hand in hand.

At the centre of the partnership is a strong alignment of purpose. Both organisations place people, wellbeing and opportunity at the centre of what they do - from Elior UK's focus on nutrition, healthier lifestyles and its [Lifetime of Enrichment](#) social-value programme, to Champ Rugby's mission to grow competition following and interest, while strengthening clubs, players and communities nationwide.

Together, Elior UK and Champ Rugby aim to champion the role of food, health and community in supporting performance on the pitch and positive outcomes off the pitch, helping players, fans and local communities thrive.

Champ Rugby is English rugby's biggest supporter, connecting grassroots communities with the professional game and providing a 'Proving Ground' for future stars. It is the second tier of men's rugby and is played by both professional and semi-professional players. Featuring 14 teams across the country,

the league delivers strong regional reach, local engagement and a powerful platform for community support. The competition adopted a revised format in 2025 and was rebranded to Champ Rugby.

“This is far more than a sponsorship – it’s a partnership built on shared values,” said Catherine Roe, chief executive officer at Elior UK. “We’re championing nutrition and healthier lifestyles and supporting local communities and future talent. This collaboration enables us to bring our purpose to life in a meaningful and impactful way.”

Craig Stewart, divisional managing director, stadia, at Elior UK added, “Our experience delivering food and hospitality in the stadia sector makes us a natural partner for Champ Rugby. This partnership allows us to apply that expertise in a way that supports clubs, communities and the future of the game.”

Brian Facer, head of Champ Rugby, said: “At Champ Rugby, we exist to grow the game, develop people and strengthen communities. Elior UK shares that same commitment to driving opportunity and long-term impact. This is about fuelling futures – investing in healthier lifestyles, stronger clubs and the next generation of players and fans.”

Activation is now rolling out in the final quarter of the season, with the league transitioning to Elior Champ Rugby branding across broadcast, digital and in-stadium environments.

Elior UK already has a strong presence within UK sport, including established partnerships at Scottish Rugby’s Scottish Gas Murrayfield Stadium, and with Glasgow Warriors. The Champ Rugby collaboration builds on this foundation while extending Elior’s impact deeper into regional communities.