SAXONAIR FLIES INTO NEW PARTNERSHIP WITH ICONIC WELSH RUGBY CLUB, PONTYPOOL RFC

News / Business aviation, Events / Festivals



Private air charter operator, SaxonAir, is pleased to announce that it has has entered into a major commercial partnership with one of the founding clubs of the Welsh Rugby Union, Pontypool RFC, for the 2016/17 WRU National Championship campaign.

The new partnership will see the SaxonAir brand being proudly displayed on the rear primary position of the iconic Pontypool RFC jersey, in addition to numerous marketing initiatives being activated to raise awareness of the aviation specialist's modern fleet of aircraft and operating bases located throughout the United Kingdom and Europe.

"SaxonAir is delighted to have partnered with one of the foremost historical Welsh rugby clubs in Pontypool RFC for the coming Championship campaign," said SaxonAir's group commercial director, Christopher Mace.

"Providing a quality and convenient travel solution to sporting events all around the country forms a substantial part of our remit to our diverse client base and we view our partnership with Pontypool RFC as the perfect opportunity to showcase our ability to transport both small and large parties to their desired destination with an exceptional level of service.

"But first and foremost, the club has demonstrated a huge ambition to bring silverware back to

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Pontypool this season and we look forward to taking that journey with them over the next year."

On welcoming SaxonAir to the club, Pontypool RFC chief executive officer, Ben Jeffreys, said: "We are thrilled to have aligned with one of the fastest growing private air charter operators in the United Kingdom and it is great to have SaxonAir join our commercial family.

"The partnership is a demonstration of our ambition to further advance Pontypool RFC off the field as a rewarding commercial proposition for any ambitious organisation, with the central goal of enabling us to continue to achieve great things on the field.

"SaxonAir share our ambition for success and approach their objectives with the same positive culture that we strive for in Pontypool. I have no doubt that our shared values will lead to a highly successful partnership between both parties."

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