

Arsenal Football Club has entered into partnership with SKOL Brewery Limited Rwanda, the deal will see the English premiership team provide football consultancy services in guiding and advising the brewery sponsored clubs.

SKOL, a local brewery company sponsors several clubs in Rwanda and plans to expand its sponsorship to other teams in the region.

“We are delighted to welcome SKOL Brewery Limited Rwanda as our Regional Beer Partner in Rwanda, with plans to expand into other territories across Africa over the next two and a half years.” Arsenal said in a statement.

SKOL’s sponsored football teams will be provided with trips to London to visit Emirates Stadium and receive coaching sessions with Arsenal coaches. The partnership will also run coaching clinics to support grassroots football.

Arsenal’s Commercial Director Peter Silverstone said: “We are delighted to welcome SKOL Brewery Limited Rwanda to the Arsenal family. The partnership is a direct result of our successful partnership with the Rwanda Development Board and re-affirms our affinity with Africa. We have nearly 90 million followers across Sub-Saharan Africa, and we’re looking forward to connecting with new fans in the region whilst sharing our knowledge and experience, developing coaching programmes and helping SKOL Brewery Limited Rwanda build their business.”

SKOL will promote the partnership through TV commercials, the production of special edition co-branded bottles and large scale on-pack promotions offering supporters the opportunity to win match tickets and official Arsenal merchandise. Fans will also be able to attend match screening parties and join newly created official supporters’ clubs.

Ivan Wulffaert – General Manager, SKOL Brewery Limited Rwanda said of the partnership: “SKOL Brewery Limited Rwanda are proud of their approach to brewing and product quality. We always take that extra step to ensure the best experience for our customers and consumers. We are very happy and proud to partner with Arsenal FC as we view Arsenal as the team that takes great pride in their approach to football and the quality of their play on the pitch. A refined version of the great game.”