

## AFC Rushden & Diamonds Announce NRG UK Group as New Main Club Sponsor



*AFC Rushden & Diamonds Chair, Rob Usher, and Vice-Chair and Commercial Director, Alex Raspin, pictured with Callum Bale and Rowena Wilton from NRG UK Group.*

AFC Rushden & Diamonds are delighted to announce a new partnership with **NRG UK Group**, who will become the club's **Main Sponsor** ahead of the upcoming season.

As market leaders in the UK Energy sector, NRG provide bespoke lighting solutions to a range of B2B clients.

The agreement will see the NRG UK Group logo feature prominently on the front of all first-team home and away shirts, as well as across a range of club media and matchday assets. This new partnership represents a significant step forward for the club as it continues to grow both on and off the pitch.

Speaking about the partnership, **Rob Usher, Chair of AFC Rushden & Diamonds**, said:

*"We are thrilled to welcome NRG UK Group as our new Main Club Sponsor."*

*This partnership is a reflection of the progress we are making as a football club and community organisation. NRG UK Group share our values of ambition, growth, and community focus, and we look forward to building a strong relationship that benefits not only the football club but the wider local community as well.*

*Following some fantastic work by the newly formed Commercial Team over the close season, we feel very happy with our Commercial return this year so far, but to be able to announce this partnership on the eve of our first fixture of the season feels very rewarding.”*

Representing NRG UK Group, Callum Bale, Key Accounts Manager, added:

*“We’re honoured to be the official sponsor of AFC Rushden & Diamonds for the upcoming season.*

*The club represents passion, community and dedication, values we share at NRG UK Group. Supporting local sport is something we care deeply about and we are proud to stand behind a team that brings people together both on and off the pitch.*

*We’re excited for the season ahead and look forward to being part of the Diamonds’ journey.”*

The partnership will be officially launched with the release of the new AFC Rushden & Diamonds first-team kit, featuring NRG UK Group branding, at the FA Cup Extra Preliminary Round Season opener at Hayden Road on 2nd August at 3pm.