

Hull Trains partners with two local Rugby League teams

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Hull Trains has announced it is now supporting both local Rugby League teams, having signed partnership deals with both Hull FC and Hull KR.

The rail operator will be the official video partner for Hull FC, and a main partner for Hull KR throughout the duration of the Super League 2022 season.

Managing director for Hull Trains, David Gibson, said: "We know how much Rugby League means to this city and to so many of our passengers.

"Our trains are used often by supporters travelling down to London for the Challenge Cup Final. It therefore makes perfect sense to partner with both teams as part of our commitment to supporting the Hull sporting community and ensuring our brand is visible to a wider audience. The partnerships promise to bring many benefits to all involved."

Prior to this, Hull Trains signed a deal with London Broncos that will see the name of Hull Trains adorn the Championship team's home, away and third kit shirts for the forthcoming season.

Hull Trains said the partnerships will give a strong combination of stadium visibility and online reach with social media audiences. As part of the matchday experience with Hull KR, supporters will be encouraged to take part in a 'race the train' competition at half time to win prizes.

Paul Lakin, Hull KR chief executive said: "It's fantastic to see Hull Trains join us for the new season so we can help them achieve their goals for 2022 across our digital and in-stadia platforms. Hull Trains has only recently celebrated its 21st birthday and 2022 is the 140th anniversary of our club, so this is a landmark achievement for both of us. We look forward to working together in what we hope will be a successful season."

Hull FC chief executive James Clark added: "We are delighted to add Hull Trains to our family of commercial partners for 2022 – one of the region's most widely recognised and respected brands.

"Our digital partnership offers opportunities far and wide, including brand exposure across our far-reaching social media channels, Hull FC Live, and on match days at the MKM Stadium.

"In what has been a challenging period for the transport industry over the past two years, Hull Trains' commitment to supporting one of their local clubs is outstanding, and we're excited to see how the relationship can develop over the next twelve months."

The Super League season runs from February to September with games broadcast on Sky Sports and Channel 4.