

Western Building Consultants Extend Dragons RFC Sponsorship

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Dragons RFC and Western Building Consultants are pleased to announce their partnership renewal for the forthcoming 2023-24 season.

Western Building Consultants pride themselves on the design work that they do to constantly enrich the local area through their unique approach to the built environment. This passion for the local area expands from the professional into the personal, with championing local grassroots sports being a significant element of their company's ethics. Based on this, Western building Consultants will see their brand displayed around Rodney Parade along with the Player Sponsorship of returning great, Dan Lydiate.

Rodney Parade is located near one of Western Building Consultants offices in South Wales. Not only are the Dragons based near the office, but they are also local to Sam, one of the Directors of Western Building Consultants. Both of the Directors, Sam and James are avid rugby fans and originally bonded over their love of the sport when they first met at university. Together, they have long supported grassroots rugby teams with sponsorships in the communities they work in. Sam has personally been a season ticket holder at Rodney Parade for several years, living close by he splits his time between the Newport, Bath, and Bristol Offices. With both company Directors being such keen supporters of the Dragons, it felt like an easy decision to progress into sponsoring the club.

Last year, Western Building Consultants helped to sponsor the Dragons and this has continued through to the current season, with their support growing as a result of their anniversary celebrations. As Western Building Consultants are celebrating their 20th year, they knew that they wanted a big celebration, and so their support for the Dragons has been extended this year with their sponsorship of Wales International player Dan Lydiate who has moved back to the club for the 23/24 season.

Lydiate started his professional rugby playing journey with the Dragons at their academy, making his return to the club even more special - "It's great to be back. I have fond memories here and I am determined to add to that"- Dan Lydiate

As a business based in the South West, with local Welsh offices and being partly Welsh owned the business is keen to support clubs in the local communities it works within, giving back to the local community. The profound positive impact sport has on communities and those that play it is recognised in Western Building Consultant's CSR policy and they can think of no better way than to celebrate with the continued support for the Dragons RFC.

Dan Nicholls, Commercial Manager at Dragons RFC said "From my very first meeting with Sam, it's obvious to see this is a real combination of business and pleasure. Sam, his business colleagues, and his family are passionate supporters of the Dragons RFC and it's been made extra special that we were able to pull together a commercial package to help WBC celebrate their 20th anniversary celebrations. Hopefully with the return of Dan Lydiate, joint celebrations from both sides will be on the agenda for the forthcoming season. "