

# Theo Paphitis says I'M IN for three years of Surrey Championship Cricket

Submitted by: Ryman Limited

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The Surrey Championship (<http://www.surreychampionship.com>) cricket league has lured straight-talking Theo Paphitis from his Dragons' Den and persuaded him to invest in sponsoring cricket throughout the county in which he lives.

Jamie Freeland from the Surrey Championship (<http://www.surreychampionship.com>) committee commented "We are delighted to go in to bat with Ryman. It's a perfect partnership, and with nearly 200 teams, 8,000 adult cricketers not to mention 10,000 youngsters playing every week for our clubs we really feel we can do them proud on and off the pitch."

The three-year sponsorship package will raise the profile of the Ryman stationery (<http://www.ryman.co.uk>) brand to a highly sought-after target audience – businesses who are looking to be served by the UK's leading specialist stationery company.

The League will be known as The Ryman Surrey Championship (<http://www.ryman.co.uk>) and Ryman branding will appear on all Surrey Championship stumps, official cricket balls and the website ([www.surreychampionship.com](http://www.surreychampionship.com)) as well as the shirts of various representative teams and clubs who have historically excelled in televised national competitions.

Ryman (<http://www.ryman.co.uk>) Chairman Theo Paphitis said, "Ryman is 13 years into sponsoring the Isthmian Football League, so this relationship acts as a perfect complement. The excellent package offered by the Surrey Championship represents an effective way of reaching a specific target audience. We are delighted with our commitment and look forward to working with the Championship for the benefit of both the Clubs and our customers."

The stationery company is embarking on a major business-to-business drive this summer to encourage companies to sign up for an account with Ryman.

Denham Earl, Chairman of the Surrey Championship said, "Given the strong presence of Ryman stationery stores in Surrey and South London and the business' great reputation, we cannot think of a more appropriate sponsor. Many of us are already familiar with the excellent customer service at Ryman, so we are thrilled that the company has chosen to invest in the Surrey Championship, one of the 25 ECB accredited Premier Leagues and therefore one of the leading cricket leagues in the UK."

Ends

[www.ryman.co.uk](http://www.ryman.co.uk)    [www.surreychampionship.com](http://www.surreychampionship.com)

For further information about Ryman (<http://www.ryman.co.uk>) and Theo Paphitis, please contact Tina Fotherby on 020 8971 7933 / 07590 000 817, [tfotherby@ryman.co.uk](mailto:tfotherby@ryman.co.uk).