



## **P&O Cruises announces official shirt sleeve partnership with Southampton Football Club**

August 6, 2024

P&O Cruises has partnered with Southampton Football Club to become the club's official sleeve partner in a multi-year partnership. The P&O Cruises logo will sit pride of place across the men's, women's and academy teams' sleeve.

This partnership, the first sports sponsorship for P&O Cruises, will also offer exclusive benefits and experiences to P&O Cruises guests and Southampton FC members and fans, including cruise offers, match tickets, meet and greet events and onboard coaching.

With pre-season preparations well under way for all Southampton FC teams, fans will first see the P&O Cruises logo on Southampton FC's men's First Team kits at the home friendly match against Lazio on August 7, 2024 and then from the start of the Premier League season away to Newcastle United on August 17, 2024. The first home league match is the following Saturday against Nottingham Forest at St Mary's Stadium. All fans who purchase or have already purchased any of the Southampton FC 2024/25 replica kits will be able to go into the Southampton FC stadium store to have the P&O Cruises branding applied to their shirts free of charge, subject to availability from August 6, 2024.

Carnival UK & P&O Cruises president Paul Ludlow said: "P&O Cruises is Britain's favourite cruise line, with a long history sailing from the port of Southampton. Southampton Football Club is one of the oldest and most forward-thinking clubs in English football, with a passionate and dedicated following of supporters in the city and beyond. It is a natural partnership for both of us.

"With the team promoted to the Premier League there has never been a better time to showcase our brand to the nation but whatever the results we will be supporting the teams wholeheartedly throughout the seasons.

"We are so pleased to be able to support the local and regional community through Saint's Foundation, a local community charity which aims to level the playing field in Southampton, working across health, education, gender equality and employability. We look forward to creating a longer term wider partnership with Saints Foundation and will announce more details of this shortly."

Ludlow continued: "We are delighted to be the first company to sponsor the men's, women's and Academy shirts to promote diversity, equality and to encourage grass roots football and nurture new talent.

"Investing in our home port regions and in the communities in which we live and visit is vitally important to us and this partnership underpins our commitment to the region."

Commenting on the partnership, Southampton Football Club CEO Phil Parsons said: "We are delighted to welcome P&O Cruises as our sleeve partner. This is a historic partnership for us, working with P&O Cruises for the first time.

"P&O Cruises is an organisation right at the heart in our city, much like us. With customer service and local community central to its business, its values are aligned to our own. We look forward to what this partnership will bring to our fans and the local community."

Images can be viewed [here](#).

Image one left to right – Gavin Bazunu (men's first team player SFC), Phil Parsons (Southampton Football Club CEO), Molly Pike (women's team player), Paul Ludlow (president Carnival UK and P&O Cruises) and Kayla Rendell (women's first team player, SFC).

Image two left to right - Molly Pike (women's team player), Phil Parsons (Southampton Football Club CEO), Kayla Rendell (women's first team player, SFC), Paul Ludlow (president Carnival UK and P&O Cruises), Gavin Bazunu (men's first team player SFC), Harry Wall (boy), Ella Wall (girl).

Trade left to right - Gavin Bazunu (men's first team player SFC), Michelle Powell (Hays travel agent from Bitterne), Molly Pike (women's team player), Phil Parsons (Southampton Football Club CEO), Kayla Rendell (women's first team player, SFC), Paul Ludlow (president Carnival UK and P&O Cruises), Harry Wall (boy), Ella Wall (girl).

For more information or to book call P&O Cruises on 03453 555 111, visit [www.pocruises.com](http://www.pocruises.com) or visit a travel agent.

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### **About P&O Cruises**

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. Each of the seven ships has its own appeal from family friendly or exclusively for adults. With over 200 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery and are varied to suit newcomers and experienced guests alike.

P&O Cruises works with the best of the best including Gary Barlow who is music director of The 710 Club on Arvia and Iona and has delivered a

number of unique musical moments on board. Crafted to Gary's creative vision, The 710 Club showcases an eclectic range of performances and offers an opportunity for up-and-coming musicians to get their break. Gary also joins guests for exclusive performances P&O Cruises holidays. Multi award-winning performer Nicole Scherzinger is the creative force behind contemporary and breath-taking late night shows to be performed in SkyDome on board Iona and Arvia, and P&O Cruises Food Heroes include chefs Marco Pierre White, José Pizarro, Shivi Ramoutar and Kjartan Skjelde who has created Norwegian speciality dishes, as well as award-winning drinks expert Olly Smith.

Recent awards for P&O Cruises include:

1. The Times and Sunday Times Travel Awards 2023 – Best Ocean Cruise Operator
2. Wave Awards 2023 – Best Value for Money Cruise Line, Favourite Ocean Cruise Line and Best New Ship Launch
3. British Travel Awards 2023 – Best Cruise Line for Family Holidays and Best Cruise Line for No-Fly Cruise Holidays
4. Editors' Picks Cruise Critic Awards 2023 – Best New Ship (Arvia)