

£1 million international sailing sponsorship



SABMiller's international premium brand Peroni Nastro Azzurro recently signed a contract with Nautor's Swan to become the exclusive sponsor of its Swan 45 Class fleet. The £1 million sponsorship will provide a global sponsorship platform from which a variety of sailing-related activities will be implemented across key markets. In its first year, the fleet of yachts will take part in regattas in the US, UK and Italy.

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