
NEWS—S&P

: FOOTBALL.NEWSTANK.EU

Toulouse FC: Newrest (catering) extends as back shirt sponsor for 2024-25

Newrest, a company specialised in multi-sector catering, will continue as an official partner (2nd tier) and back shirt sponsor of Toulouse FC. Activity: French professional football club. Major partners: • Craft (equipment supplier): from 2021-2024 • Newrest (catering): back shirt sponsor • LP Promotion (real estate): shoulder... (Name of the top division of French football for the 2024-2027 cycle (€30m per season)) for the 2024-25 season, announced the French club on 15/09/2024.

Under this renewed agreement, in force since 2007, "Newrest will benefit from significant visibility on matchdays at the Stadium (33,033 capacity) as well as a presence in the club's digital ecosystem. In parallel and throughout the season, activations and projects will enable the creation of content," explained the club.

The club has also welcomed a new "official label" (4th level) partner: the car glazing repair and replacement company 1 2 3 Pare Brise, which has also committed for the 2024-25 season as part of an agreement signed on 17/09/2024.

Olivier Sadran, president of Toulouse FC between 2001 and 2020, is the CEO, co-president and founder of Newrest.

Newrest1/1Newrest

Sector: catering

Founded: 2005

Headquarters: Toulouse (Haute-Garonne, FRA)

Co-presidents: Olivier Sadran and Jonathan Stent-Torriani

Workforce (2024): 40,000 employees (in 56 countries)

Turnover (2023): €2.222bn

Sports sponsorship:

Toulouse FC (Ligue 1 McDonald's): official partner and back shirt sponsor, 2007-2025

Toulouse FC (TFC)

Activity: French professional football club

Major partners: • **Craft** (equipment supplier): from 2021-2024

• **Newrest** (catering): back shirt sponsor

• **LP Promotion** (real estate): shoulder sponsor/pocket sponsor (2014-2021), main shirt sponsor from 2021-22

- **Sud de France** (agri-food): sleeve sponsor
- **GLS** (logistics): sleeve sponsor, since 2022-23
- **Betway** (betting) : shorts sponsor in 2021-22 then shoulder sponsor for 2022-2024

Official partners: • **Serge Blanco** (official tailor): 2020-2023

- **Banque Populaire Occitane** (bank)
- **Hyundai France** (car manufacturer)
- **Visionnaire** (clothing): box partner and main shirt sponsor of the training centre, pre-training, academy and women's teams
- **ALL** (Accor group, hotels)

Institutional partners:

- **Ville de Toulouse** (collectivity)
- **Région Occitanie** (collectivity)
- **Conseil départemental Haute-Garonne** (collectivity)

Official suppliers:

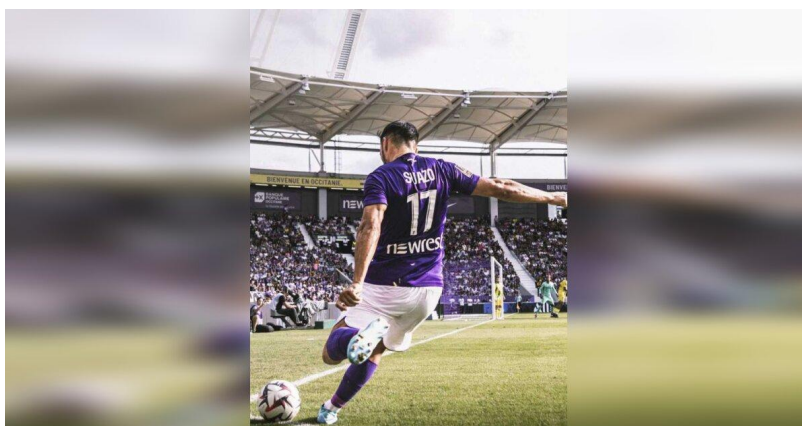
- **McDonald's** (fast food chain): 2024-2027
- **Tutti Pizza** (fast food chain)
- **Sports ERP** (sports software packages)
- **Abatilles** (water)
- **Unikalo** (paint merchant)

Labels: • **Free Ligue 1** (match highlights application)

- **Amazon Prime Video** (broadcaster)
- **Ranna** (socks)
- **Match Worn Shirt** (shirt auction)
- **Amos** (education)
- **Jolt** (healthcare)

Category: Professional Clubs

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