



Eich cyf/Your ref
Ein cyf/Our ref: WAQ65554

Alun Ffred Jones AM

Alunffred.jones@wales.gov.uk

07 October 2013

Dear Alun,

I am writing to you following your recent Written Assembly Question to John Griffiths AM regarding spend on advertising at Swansea and Cardiff Football Clubs.

You asked: "How much is the Government spending on advertising at the grounds of Swansea and Cardiff Football Clubs, and how does this compare with the amount spent with regard to Welsh Premier League teams?"

The branding and marketing partnership agreements with Swansea and Cardiff Football Clubs cost around £200,000. This expenditure is linked to the global audience that the Barclays Premier League attracts and how we use this as a platform to raise awareness of and promote Wales across the world. It is not about financially supporting individual football clubs.

A handwritten signature in black ink, appearing to read 'Edwina Hart', written over a faint circular stamp.