

SOCIETE GENERALE AND RUGBY

Societe Generale creates in France the “Club Athlétique de la Société Générale” (Societe Generale’s Athletics Club), or CASG. In the era of amateur sport, CASG quickly establishes itself as one of Europe’s top athletic clubs.

1903



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Societe Generale finances the construction of the Jean Bouin Stadium in Paris.

1919

The French Rugby Federation (Fédération Française de Rugby or FFR) is founded.



Bremus, on the right, with the managers of the CASG

1924
1925



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1920s
1930s

Successful rise of the rugby branch of Societe Generale’s Athletics Club (CASG).

During the interwar period, its first team, nicknamed **Les Banquiers (the Bankers)**, includes some 10 French international players and plays exhibition games to promote the sport of rugby.



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The Group sets up the Jean Bouin-Societe Generale Challenge Cup, the third-place play-off of the French Championship.

1984
1985

Societe Generale first shows interest for the French national team with the sponsorship of the “XV de France hospitality village”, which allows the Group to organise client events.

Societe Generale signs a partnership agreement with the French Rugby Federation (FFR).

That same year sees the launch of the “10,000 rugby balls for schools” initiative,

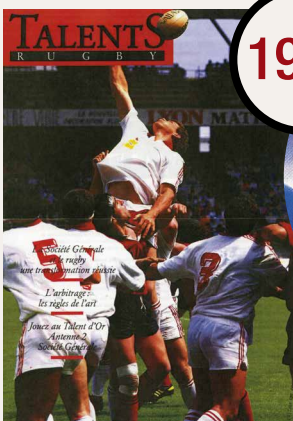
through which the bank promotes the sport of rugby at schools and training centres. The first Rugby World Cup is held in New Zealand and Australia.



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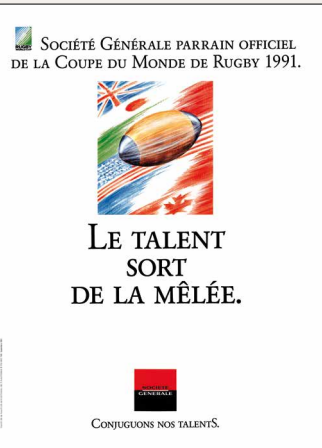
1987

1988



© M. Francotto / FFR-Société Générale Serge Blanco

The very first “**Talent d’Or Société Générale**” is awarded. Presented at the end of a French XV rugby match to the best player as voted by television viewers, the prize grows into a real institution in the world of French rugby.



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Societe Generale sponsors the Rugby World Cup for the first time.

1991

Rugby becomes a professional sport. A number of international players tackle both sporting and professional careers at Societe Generale.

1995



© Gil Lefauconnier – Jérôme Cazaubou

A partnership is launched between Societe Generale and the French Rugby League (Ligue Nationale de Rugby or LNR).

Societe Generale maintains its special relationship with the French Championship, which was opened up to professional players in 1998, notably through numerous promotional operations for the now professional game of rugby, from the “*Trophée des Essais*” (Try Trophy) award, created in 2003 to the “*Journées des Ambassadeurs*” (Ambassadors’ Days), which celebrated its 10th anniversary in 2014.

Societe Generale sponsors the Rugby World Cup held in Wales.

1998
1999



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Societe Generale supports Rugby Sevens, which is set to become an Olympic sport at the 2016 Rio Olympics.

2001

The French National Rugby Centre is inaugurated in Marcoussis, near Paris. As official sponsor of the French national rugby team, the Group contributed to the financing of the centre, which is equipped with the latest state-of-the-art facilities and is open to the wider rugby community.

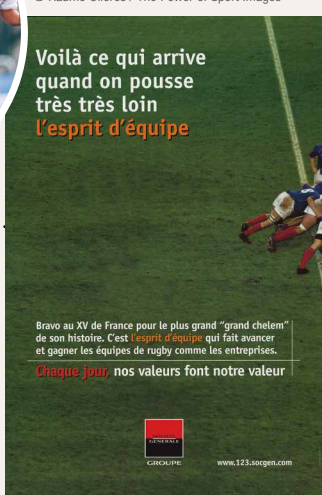


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France hosts the 2007 Rugby World Cup and Societe Generale becomes Worldwide Partner of the event for the first time at this level.

2002

2007



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2011

Societe Generale is partner of the Rugby World Cup held in New Zealand.

2012

“Because we love rugby”: Societe Generale celebrates 25 years of commitment to rugby.



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“Societe Generale Sevens”, France’s Rugby Sevens University Championship, open to both male and female teams, is launched.



© Michel Renac

2013

Societe Generale is a proud Worldwide Partner of the Rugby World Cup held in England.

After nearly 30 years of partnership, Societe Generale has not only been a loyal partner of local rugby, closely involved with nearly 450 amateur clubs, of professional rugby and of the French national team, but, through its international subsidiaries, the Bank also supports the sport’s development in many other countries, from Luxembourg to Hong Kong and from Senegal to Turkey.

2015



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Kadıköy RSK women’s team, Turkey