



**Tuesday July 1, 2025**

**P&O Cruises takes pride of place as front of shirt partner of Southampton Football Club**

P&O Cruises has been confirmed as official front-of-shirt sponsor for Southampton Football Club.

The deal for the 2025-26 season in the EFL Championship marks a significant new chapter in an already thriving partnership between two of the south coast's most recognisable brands.

P&O Cruises will take pride of place on the front of the men's first team shirts and remain on the sleeve of the women's first team.

The move further cements the cruise line's commitment to the club, its fans, and the wider Southampton community following a year as official sleeve partner and the title partner of the club's official charity, Saints Foundation.

Carnival UK & P&O Cruises president Paul Ludlow said: "We couldn't be prouder to continue to support our home team ahead of an exciting new season under new manager Will Still.

"Contribution to the local community, regional economy and to the club and its fans is vital and we look forward to a successful season."

The collaboration will continue to offer exclusive benefits and experiences, including cruise offers and giveaways for Southampton FC supporters, match tickets for P&O Cruises guests, meet and greet events with players, and special onboard coaching sessions.

The expanded partnership reflects a mutual vision to grow stronger together, not just in the sporting and travel industries, but through their ongoing investment in local people and causes.

Southampton FC CEO Phil Parsons said: "P&O Cruises has already become an integral part of the Saints family and we are delighted to extend our partnership with such a fantastic company.

"Having P&O Cruises as our new front of shirt partner is a natural and exciting progression that speaks to the values we both hold dear, pride in our city and a belief in the power of community.

"I'm really looking forward to building on our relationship even further over the coming years."

ENDS



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**About P&O Cruises**

P&O Cruises is Britain's favourite cruise line, welcoming guests onboard its seven ships to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. With a proud history spanning more than 187 years, each ship has its own appeal from family friendly or exclusively for adults with every sailing delivering each guest a *holiday like never before*.

With over 180 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 prides itself on working with top culinary talent; Food Heroes include chefs Marco Pierre White, José Pizarro and Shivi Ramoutar and as well as award-winning drinks expert Olly Smith. Kjartan Skjelde has created Norwegian speciality dishes for sailings to the Norwegian fjords.

Recent awards for P&O Cruises include:

1. Wave Awards 2024 – Best Ocean Cruise Line
2. British Travel Awards 2024 – Best Cruise Line for Family Holidays (winner) and Best Cruise Line for No-Fly Cruise Holidays (silver accreditation)
3. Best in Cruise Awards by Cruise Critic Awards 2024 – Best Cruise Line and Best for Families
4. The Travel Industry Awards 2024 by TTG - Ocean Cruise Line of the Year

The company is part of Carnival Corporation & PLC (NYSE/LSE: CCL; NYSE:CUK).