

Blackburn Rovers sign up Totally Wicked as main shirt sponsor after Recoverite Compression deal ends

Blackburn Rovers have ended a major deal with Recoverite Compression and named Totally Wicked as the Championship club's new main shirt sponsor.

Rovers said the vaping retailer, which is headquartered in the town, has signed a deal for the remainder of the season.

Performance and recovery brand Recoverite became the club's front of shirt sponsor in August 2020, signing an initial two-year agreement.

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However, as a result of the Covid-19 pandemic, "the two parties have been unable to develop a number of the exciting and innovative product and performance plans that were put in place when the sponsorship agreement was announced", Blackburn said.

A statement posted on the club's website said: "Whilst Rovers are disappointed that the partnership has come to an end prematurely, particularly with such an exciting second half of the season in store, the club is delighted to enhance its close relationship with training wear partner Totally Wicked.

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“The thriving local business, which was founded in Blackburn, became Rovers’ official training kit sponsor in September 2018 and the successful partnership is now in its fourth successive season.”

Totally Wicked chairman Fraser Cropper said: “Our headquarters are located within a short walking distance of Ewood Park and many of our team across the business, including our leadership team, are passionate supporters of our hometown club.

“It was therefore a proud moment when we became club sponsors in 2018 and hopefully we will continue this affiliation and support for many years beyond.

“The opportunity to support further with the privilege of being principal shirt sponsors for the remainder of the season is a real honour for our brand.

“With such a great start to this season, along with every other supporter, we hope that this season’s end is as memorable and successful as 1992 and 2001.”

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