

July 2, 2026

HSBC partners with Somerset Cricket Club for the 2026 Cup Match Classic

Cup Match fever is starting to sweep across Bermuda, and HSBC Bermuda is proud to celebrate its 19th year as lead sponsor of the island's most anticipated sporting and cultural event.



L-R: Kyle Denbrook, Vice President, St. George's Cricket Club Neil Paynter, President, St. George's Cricket Club, Greg Garnier, CEO, HSBC Bank Bermuda Limited, Tanya Bule, Head of International Wealth and Premier Banking, HSBC Bank Bermuda Limited, Richard Scott, President, Somerset Cricket Club, and Trenton Fubler, Vice President, Somerset Cricket Club

For nearly two decades, HSBC has partnered with the Cup Match Classic, supporting the two days of cricket action and being immersed in the traditions, festivities and community spirit that make Cup Match one of Bermuda's most cherished annual celebrations.

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“The Bank’s relationship with Cup Match is one that we deeply value, and we are thrilled to mark our 19th year as lead sponsor,” said Tanya Bule, Head of International Wealth and Premier Banking at HSBC Bermuda.

This year’s activities will see the return of some of the familiar favourites that the public have come to expect during the Cup Match Season

Monday, July 27th – from 12:00-2:00pm at the St. George’s Branch

We will be giving away Snowballs and the famous Cup Match flags, with DJ Fresh Kidd adding to the celebratory atmosphere.

Tuesday, July 28th – from 12:00-2:00pm at the Somerset Branch

Join us, along with DJ Jugglin J, as we give away Snowballs and more Cup Match flags.

Wednesday, July 29th – from 12:00 pm-2:00pm at the Harbourview Branch

Celebrations move to Hamilton where employees will give away Snowballs and Cup Match flags in the Branch with DJ Markie T. Flags will also be given out in various locations throughout Hamilton during the ‘**HSBC Cup Match Motorcade**’.

The Motorcade will start at 12:00 pm and circle Hamilton giving the public the opportunity to engage with employee volunteers on the route as they distribute giveaways. Joining us on the Motorcade will be D’ General.

Details can be found on social media and in the branches.

Club Presidents also added remarks:

Richard Scott, Somerset Cricket Club - “There’s something truly special about the way Bermuda comes alive during Cup Match season. It is one of the few occasions that brings together virtually every corner of our community in celebration of our heritage, our culture and the shared Bermudian identity. We are extremely proud to be able to play a role in helping create memorable experiences leading up to the game and throughout the holiday period.”

As host of this year’s Annual Cup Match Classic, a tradition like no other, the Somerset Cricket Club are pleased to partner with HSBC Bermuda as Lead Sponsor of what has become Bermuda’s Premier Sporting event.

This year, we celebrate the Annual Classic being played over 125 years dating back to 1902 when 3 matches were initially played in the inaugural year. 2026 will mark 127 Cup Match games played over the time from its inception.

We are pleased to have a community partner in HSBC who continues to be a part of the rich history, recognition and celebration of Cup Match, which is to celebrate Emancipation. We look forward to the vibrant community engagement throughout the Cup Match season as a result of the partnership with HSBC.

So... on July 30 and 31, head on up to 6 Cricket Lane in Somerset donning your Red and Blue or Blue and Blue let's together celebrate Cup Match Time in Bermuda! Let's go SOMERSET!!!!

Neil Paynter, St George's Cricket Club President - The St. George's Cricket Club is especially pleased to continue its valued partnership with HSBC, alongside the Somerset Cricket Club, this year's host.

Our relationship with HSBC has spanned several years, and we are deeply appreciative of the vital support their sponsorship provides, enabling us to deliver meaningful initiatives for the local community. On behalf of the St. George's Cricket Club, I extend our sincere thanks to HSBC for its continued commitment and generous support.

As we focus our efforts on challenging for the coveted Cup Match trophy, the Executive Committee and Members of the St. George's Cricket Club also extend best wishes to the Bermuda community for a safe and enjoyable Cup Match holiday.

In closing HSBC Bermuda CEO Greg Garnier said: "Cup Match is much more than a cricket match, it is a celebration, with Emancipation Day and Mary Prince Day, that brings Bermuda's communities together"

"We are incredibly proud to continue our long-standing support of this iconic event as we celebrate our 19th year as lead sponsor. From the festivities and community activities leading up to Cup Match to the excitement of the game itself, the season creates a unique sense of energy and togetherness across the island. Our team truly looks forward to this time every year, and we are excited to once again connect with customers and the wider community through the many activities planned for Cup Match."

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Notes to editors:

1. HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 56 countries and territories. With assets of US\$3,306bn at 31 March 2026, HSBC is one of the world's largest banking and financial services organisations.

2. HSBC Bermuda

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