FIFA Sponsorship
A programme overview
Sponsors contribute significantly to FIFA’s mission to develop football around the world. Two-thirds of FIFA’s total revenue comes from television contracts and a third from its various sponsorship programmes. The lion’s share of this sponsorship relates to the FIFA World Cup™. The sponsorship programme will enable FIFA to continue honouring its three principles to “develop the game, touch the world and build a better future”. It is our duty to help our partners implement their sponsorship and target activities by providing professional and creative advice and by acting as communicators and organisers.

FIFA’s marketing structure distinguishes between the FIFA World Cup™/FIFA Confederations Cup and all other competitions. The FIFA World Cup™/FIFA Confederations Cup has a three-tier sponsorship structure, whereas the other competitions have two.

FIFA Partners, sponsors and official/media right licensees are the only commercial enterprises who may directly associate their company or products with FIFA and use FIFA’s trademarks on their products and for promotional events and advertising and marketing purposes.

**FIFA World Cup™/FIFA Confederations Cup**
- 1st tier: FIFA Partners
- 2nd tier: FIFA World Cup Sponsors with international sponsorship rights
- 3rd tier: National Supporters with national sponsorship rights
FIFA Partners
The FIFA Partners are leading international companies. They own rights in relation to a wide range of FIFA activities, e.g. competitions, special events and development programmes. Moreover, FIFA Partners have exclusive marketing rights. This exclusivity dictates that FIFA only works with one partner within a specific product category or industry, thus ensuring that its partners are the only companies in their category to benefit from the positive image transfer from FIFA competitions.

FIFA World Cup™ Sponsors
The rights of the FIFA World Cup™ Sponsors are restricted worldwide to the FIFA World Cup™ and the FIFA Confederations Cup. These include exclusivity within their specific product category, selected marketing rights, the right to use the trademark in connection with the event and the right to a secondary media presence.

National Supporters
The National Supporters category consists of local companies that have the right to use the FIFA World Cup™ for advertising purposes within the host country. Their rights include exclusivity within their specific product category, the right to use the trademark in connection with the event, local marketing programmes and a national media presence.
History
With its long-standing commitment to sport sponsorships, Dubai-based Emirates airline has been involved with a wide range of sporting events and teams around the world for over 20 years. Today the award-winning airline is linked to some of the world’s leading sport teams and events, spread across the six continents that Emirates flies non-stop to from Dubai.

History with FIFA
Emirates’ partnership with FIFA began at the 2006 FIFA World Cup™ when it became the first airline to be a sponsor of this prestigious global sporting event. Following on from the success of 2006, Emirates then cemented its status as an Official FIFA Partner up to and including the 2014 FIFA World Cup.
Product Category
Aerial passenger (and cargo) transportation services, aircraft, airline frequent traveller programmes, airline boarding passes and airline tickets

Corporate Message
“Fly Emirates”

Football Sponsorship
Arsenal FC & Emirates Stadium, AC Milan, The Emirates Cup, Paris Saint Germain, Hamburger SV, Olympiacos CFP, Asian Football Confederation (AFC)

Non football sponsorship
Rugby Union, Yacht Racing, Powerboat Racing, Golf, Cricket, Horse Racing, Australian Rules Football, Tennis, Auto Racing
History
adidas is the number one football brand in the world and has been inspired by football ever since the 1920s. The company founded by Adi Dassler has spent over 80 years meeting and exceeding the needs of footballers on the pitch. This dedication to the sport and its close relationships with athletes and teams enabled adidas to become an integral part of the history, the present and the future of football.

History with FIFA
The relationship between FIFA and adidas dates back more than 30 years. Besides the FIFA World Cup™, adidas is also involved in all other FIFA events - for instance the FIFA Women's World Cup, the FIFA U-20 World Cups for women and men as well as the FIFA Beach Soccer World Cup, to name just a few. Since 1970, adidas has been supplying the official match ball for all FIFA World Cup™ matches. Every victory, every defeat, every emotion is focused on or created by the ball. For every FIFA World Cup™, adidas designers aim at devising the perfect ball for the benefit of the participating associations and players and to maximise the element of fun and excitement. By using innovative technology and design for the official match ball, adidas is supporting the FIFA World Cup™ by creating a unique football experience.
Product Category
Sporting & athletic footwear, sports apparel/hardware and bags; football equipment

Corporate Message
“Impossible is Nothing”

Football Sponsorship
Promotion partners include leading football associations (e.g. FIFA, UEFA), national federations (e.g. Germany, Russia, Spain, Romania, Greece, Argentina, Mexico, South Africa, Japan), leagues (e.g. Major League Soccer in the USA), clubs (e.g. Real Madrid, AC Milan, Chelsea FC, Liverpool FC, FC Bayern Munich, River Plate Buenos Aires) and individual players (e.g. Kaká, Lionel Messi, David Beckham, Michael Ballack). In Europe, adidas participates as Official Sponsor and Official Match Ball Supplier for the UEFA EURO 2008™ and the UEFA Champions League™. In Africa, adidas supports the African Cup of Nations and is an official partner of the Confederation of African Football.

Non-Football Sponsorship
International and National Federations/Associations; Collegiate sports in the USA; Sachin Tendulkar (cricket), Jonny Wilkinson (rugby), Novak Djokovic and Ana Ivanovic (tennis), Tracy McGrady and Kevin Kevin Garnett (Basketball), Ian Thorpe and Britta Steffen (Swimming), Allyson Felix, Tyson Gay and Haile Gebreselassie (athletics), Sergio Garcia (golf), and events e.g. 2012 Summer Olympic Games, the Boston and Berlin Marathons and Roland Garros.
History
The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands. Globally, Coca-Cola is the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees.

History with FIFA
The Coca-Cola Company is one of the longest-standing corporate partners of FIFA with a formal association since 1974 and an official sponsorship of FIFA World Cup that began in 1978. Coca-Cola has had stadium advertising at every FIFA World Cup since 1950.
Product Category
FIFA Partner for the nonalcoholic beverages category.

Sponsorship History
Coca-Cola has long associated its brand with the most popular sport in the world. A recent review of the archives of Coca-Cola advertising through the years uncovered an advertisement from 1917 that used football imagery to sell the product.

Among several landmark programs for FIFA World Cup has been the FIFA World Cup Trophy Tour by Coca-Cola in 2006.

The Coca-Cola youth programs have put hundreds of teens from around the world on the playing field of FIFA World Cup, as ceremonial Flag Bearers and Ball kids.

Coca-Cola sponsors the closely watched FIFA/Coca-Cola World Ranking for men’s national teams and FIFA Women’s World Ranking.

Other relevant non-football sponsorships
Olympic Games and marketing partner at various local, national and regional levels with many other sports properties, teams and athletes including NBA basketball, Rugby World Cup, baseball, golf, and motor sports among others.

Corporate Message
To refresh the world...
To inspire moments of optimism and happiness...
To create value and make a difference.
FIFA Sponsorship
A programme overview
History
Established in 1967, Hyundai Motor Co. has grown into the Hyundai-Kia Automotive Group, to export over one million high-quality vehicles ranging from sedans, SUVs, trucks and buses.

Hyundai Motor Company, South Korea's largest automaker, sold over 2.8 million cars in 2008 in over 193 countries through some 6,000 dealers, that was ranked as the world's fifth-largest automaker in 2007 and includes over two dozen auto-related subsidiaries and affiliates.

History with FIFA
Football is a key marketing tool Hyundai employs to build awareness around the world. The company's association with the FIFA World Cup has proven very helpful in raising brand awareness and attracting new visitors to Hyundai showrooms worldwide.

Hyundai is one of the strongest supporters of football in the world having served as the official sponsor of the 2002 FIFA World Cup Korea / Japan™ and the 2006 FIFA World Cup Germany™ as well as many other FIFA tournaments. The company has extended its strategic sponsorship agreement with FIFA to cover the 2010 and 2014 World Cups.
Slogan
“Drive Your Way”

Sponsorship Events
FIFA World Cup & FIFA Competitions since 2002 FWC, UEFA Euro & UEFA Competitions since 2000 EURO

Club Teams
The Chonbuk Hyundai Motor Football Club since 1994

National Team
Korea national Football Team sponsor
History
Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately $88 billion for the fiscal year ended March 31, 2008.

History with FIFA
Sony has signed an eight-year agreement with FIFA giving it worldwide marketing and promotional tie-ins for events between January 1, 2007 and December 31, 2014 including the flagship FIFA World Cup™ events in 2010 and 2014, and is to become a FIFA Partner in the newly created “Digital Life” category, a category which covers a wide range of business areas from electronics to entertainment.
Product Category
Computers & Associated Products; Audio-; Video-; Electronic Game Products; Mobile Phones handset hardware; Motion Pictures and Music; other electronic Hardware Products and/or Services

Other Football Sponsorships
UEFA Champions League (Sony Playstation, Sony Electronics), Conmebol (Sony Ericsson), Football Associations from Australia, Canada, Costa Rica, Guatemala and Japan, Kaká as brand ambassador for Sony Electronics
History
Visa has been at the forefront of payments since its inception in 1958. Today, Visa Inc. operates the world’s largest retail electronic payments network and is one of the most recognized global financial services brands. Visa facilitates global commerce through the transfer of value and information among financial institutions, merchants, consumers, businesses and government entities.

History with FIFA
In June 2007, Visa became the sixth and final top tier FIFA Partner. Through its partnership with FIFA, Visa creates global and local marketing and product programs that reinforce the value of the Visa brand, build client business and enhance the football experience for Visa cardholders.
Product Category
The FIFA partnership provides Visa with global rights in the Financial Services product category to all FIFA World Cup™ events, which rights Visa can use itself, including with merchants worldwide, and make available for use by our financial institution clients. FIFA prefers Visa-branded credit, debit, and pre-paid cards for all goods purchased at all official FIFA stores, in venues and online at www.fifa.com.

In recognition of Visa’s sponsorship, the FIFA Confederations Cup South Africa 2009 proudly accepts only Visa-branded credit, debit, and pre-paid cards along with cash, in all FIFA venues to pay for food and beverages, retail goods, services and to obtain cash at ATMs while attending the FIFA Confederations Cup™ South Africa 2009.

Sponsorship History Football
The Copa Libertadores, Copa Sudamericana, Copa do Brasil, InterLiga, the Mexican National Team (FMF) and the US National Soccer team.

Other relevant sponsoring products and partners
International Olympic Committee (IOC), the Olympic Games, International Paralympic Committee (IPC), the Paralympic Games and National Football League (NFL).

Corporate Message
“More people go with Visa”
Partners get the ball rolling
Involvement in corporate social responsibility programmes
Besides the tournaments the FIFA Commercial Affiliates have a huge variety to get involved in additional projects, for example in the Football for Hope movement. The Football for Hope movement is the key element of a strategic alliance, led by FIFA in its capacity as world football’s governing body and streetfootballworld as the driving force behind a global network of non-governmental organisations, developing projects on the ground, in which football is the common denominator. The objective of the Football for Hope movement is to bring together, support, advise and strengthen sustainable social and human development programmes in the areas of peace promotion, children’s rights & education, health promotion, anti-discrimination & social integration, and the environment.

20 Centres for 2010
The goal of “20 Centres for 2010” is simple: to build 20 Football for Hope Centres across Africa and thus to leave a legacy to Africa’s youth that lasts far beyond the final whistle of the FIFA World Cup. Each will feature a mini-pitch along with classrooms and health care facilities, providing youths a place to play as well as access to counselling, health and educational services. To get the ball rolling FIFA, supported by its 6 Partners has committed to contributing 500 US dollars for every goal scored during the more than 800 FIFA World Cup qualifying matches (a donation of at least 1 million US dollars) for the construction of the Football for Hope Centres.

These are just a few examples of the numerous corporate social responsibility activities that FIFA Partners are involved in.