



FIFA WORLD CUP  
RUSSIA 2018

# FIFA World Cup™ Sponsorship Strategy

Background paper

Version 6 | April 2018

## FIFA World Cup™ Sponsorship Strategy

Ahead of the 2018 and 2022 FIFA World Cup™ tournaments, FIFA offers companies the opportunity to purchase regional sponsorship packages for the first time. Announced at the end of 2013, the new commercial structure provides significant opportunities and value for interested companies.

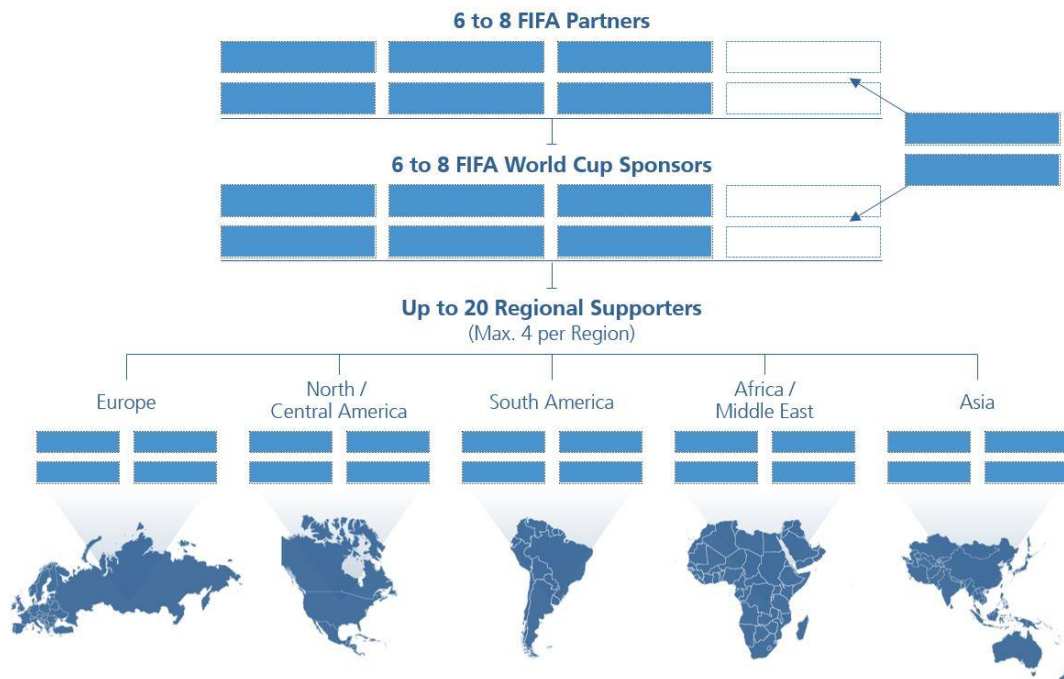
Sponsorship plays a huge role in FIFA's work to develop football all over the world and stage world-class events. Without the support of the Commercial Affiliates, events such as the FIFA World Cup would simply not be possible. They not only offer financial support to the events, but logistical support on the ground. Sponsors are vital in connecting FIFA events to football fans all over the world, running promotions and giving people the once-in-a-lifetime opportunity to experience events.

FIFA's innovative commercial structure was introduced in 2015 for the 2018 and 2022 FIFA World Cup™ tournaments. The top two tiers remain mostly unchanged from the previous model, with a total of 14 companies occupying the FIFA Partner and FIFA World Cup Sponsor positions. However, the third tier has been transformed from National Supporters – limited to companies within the host country – to Regional Supporters, which cover five predefined regions around the globe. This tier provides regional sponsorship rights to up to 20 brands from North and Central America, South America, Europe, the Middle East and Africa, and Asia.

The regional approach offers a targeted way for Commercial Affiliates to engage with their target audience, offering companies who do not have the desire or the means to enter into a global sponsorship agreement to acquire rights which cover a significant geographical region.

- **FIFA Partners** have the highest level of association with FIFA and all FIFA events as well as playing a wider role in supporting the development of football around the world, from grassroots right up to the top level at the FIFA World Cup™. This allows FIFA and its Partners to form a partnership beyond the FIFA World Cup™.
- **FIFA World Cup™ Sponsors** have rights to the FIFA Confederations Cup and the FIFA World Cup™ on a global basis. The main rights for a sponsor in this tier are brand association, the use of selected marketing assets and media exposure, as well as ticketing and hospitality offers for the events.
- The **Regional Supporter** level is the third level of FIFA's sponsorship structure, allowing companies within the pre-defined global regions to promote an association with the respective FIFA event in the five regions.

The diagram below depicts how FIFA's three-tier sponsorship structure is implemented for the 2018 and 2022 FIFA World Cup™ tournaments:



For information on FIFA's sponsorship strategy for additional events, please [click here](#).

## Current FIFA Partners



### About adidas

adidas is the global leader in football. For over 60 years, adidas has been at the forefront of product innovation, meeting and exceeding the on-pitch needs of the world's best players and teams. adidas works with some of the world's most successful associations, including Germany, Spain, Argentina and Japan, supplying them with cutting-edge apparel to perform at the highest level.

### History with FIFA

Since 1970, adidas has supplied the official match ball for every single FIFA World Cup™. In recent years, it has also supplied the official match ball for all other FIFA events as well. Each ball is meticulously and exhaustively designed for the unique playing conditions of the event, allowing the participating countries to put on a

spectacle worthy of the biggest football showcases in the world. adidas also clothes the referees, volunteers and Youth Programme participants at all FIFA events.

adidas's current agreement with FIFA sees them as a FIFA Partner until 2030.

### Product category

Sports and athletic footwear, sports apparel/hardware and bags: football equipment

Web link: [www.adidas.com](http://www.adidas.com)



### About Coca-Cola

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola, recognised as the world's most valuable brand, the company's portfolio includes 15 other billion-dollar brands including Diet Coke, Fanta, Sprite, Coke Zero, Vitamin Water, Powerade, Minute Maid and Georgia.

Globally, Coca-Cola is the number-one provider of sparkling beverages, juices and juice drinks as well as ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy their beverages at a rate of 1.8 billion servings a day.

### 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.

Coca-Cola's current agreement with FIFA sees them as a FIFA Partner until 2030.

### Product category

FIFA Partner for the non-alcoholic beverages category.

Web link: [www.coca-cola.com](http://www.coca-cola.com)



### About Wanda

Dalian Wanda Group was established in 1988 and has developed into a conglomerate of commercial properties, culture, Internet and finance. It ranked 380th on the Fortune Global 500 List in 2016. By June 30, 2017, its assets amounted to 882.64 billion yuan (\$133.5 billion) with revenue of 134.85 billion yuan (\$20.4 billion). By 2020, Wanda Group aims to become a

world class multinational corporation with assets of \$200 billion, market capitalization of \$200 billion, revenue of \$100 billion and net profits of \$10 billion.

The Wanda Group, and its Chairman Wang Jianlin, see sport as a key component in the Group's efforts to lead the change in Chinese society. Wanda Sports is engaged in the development of multiple sports worldwide including triathlon, marathons, basketball, cycling and of course football.

### History with FIFA

In 2016, the Wanda Group signed a 14-year agreement to become FIFA's first ever top-tier Chinese partner. The partnership is a clear signal of Wanda's commitment to bring top class sporting entertainment to the Chinese public, thereby inspiring the next generation of Chinese footballing talent.

Wanda is excited to be working together with FIFA to create unique opportunities for football fans in China and all over the world. Whether watching training sessions in the FIFA World Cup stadia, standing in the tunnel before warm-up or visiting pitch-side post-match, Wanda will provide its customers with the chance to see the world's greatest sporting event from a different angle.

Wanda will also activate the "FIFA Flag Bearer" programme, where 384 children from all over the world will have the once-in-a-lifetime opportunity to travel to Russia, be part of the pre-match ceremony and watch a FIFA World Cup match live in the stadium.

Wanda is excited to be working together with FIFA to bring the passion of the FIFA World Cup to football fans in China and all over the world.

### Product category

Exclusive FIFA Partner in the categories Real Estate Development, Shopping Malls, Luxury Yachts, Film Studios.  
Non-exclusive Partner in the category of Hotels.

Web link: [www.wanda-group.com](http://www.wanda-group.com)



### About Gazprom

Gazprom is a global energy company. Its major business lines are geological exploration, production, transportation, storage, processing and sales of gas, gas condensate and oil, sales of gas as a vehicle fuel as well as generation and marketing of heat and electric power. It is the only producer and exporter of liquefied natural gas in Russia.

Gazprom holds the world's largest natural gas reserves. The company's share in the global and Russian gas reserves is 17% and 72% respectively. Gazprom accounts for 12% and 69% of the global and Russian gas output accordingly.

### History with FIFA

Gazprom is new to the FIFA Commercial Affiliates, signing as a Partner with rights for all FIFA tournaments taking place during the 2015-2018 cycle. Gazprom's first FIFA event was the Blue Stars/FIFA Youth Cup in May 2015.

Gazprom's current agreement with FIFA sees them as a FIFA Partner until 2018.

### Product category

Gazprom's categories include: petroleum, gasoline and diesel, fuels and biofuels, natural gas, liquefied petroleum gases and the geological exploration, sourcing, processing, and sale of such products.

Web link: [www.gazprom.com](http://www.gazprom.com)



### About Hyundai-Kia

Founded in 1967, the Hyundai Motor Group is the largest car manufacturer in South Korea and one of the global leaders in vehicle sales volumes. Consisting of Hyundai Motor Company and Kia Motors Corporation, the Hyundai Motor Group has become synonymous with high-quality vehicles ranging from sedans and SUVs to commercial trucks and buses.

Hyundai-Kia has truly emerged as a major global player within the automotive industry, complete with an ever-expanding product line-up and distribution network.

### History with FIFA

Hyundai-Kia is one of the strongest supporters of football in the world, having served as a FIFA Partner since 1999. Football is a key marketing tool that Hyundai-Kia utilises to build global brand awareness. The association with tournaments such as the FIFA World Cup™ continues to attract new visitors to Hyundai-Kia's showrooms.

Hyundai-Kia's current agreement with FIFA sees them as a FIFA Partner until 2022.

### Product category

Powered vehicles and auto components

Web link: [fifaworldcup.hyundai-kiamotors.com](http://fifaworldcup.hyundai-kiamotors.com)



### About Visa

Visa has been at the forefront of electronic payments since its inception in 1958. From the first revolving credit card platform to mobile payments, Visa has pioneered the growth and development of this fast-moving industry. Today, Visa Inc. operates the world's

largest retail electronic payments network and is one of the most recognised global financial services brands. Visa facilitates global commerce in more than 200 countries and territories through the transfer of value and information among financial institutions, merchants, consumers, businesses and government entities.

### History with FIFA

Visa became a top-tier FIFA Partner in 2007. Through its partnership with FIFA, Visa creates global and local marketing and product programmes that reinforce the value of the Visa brand, build client business and enhance the football experience for Visa cardholders.

Visa's current agreement with FIFA sees them as a FIFA Partner until 2022.

### Product category

Visa's partnership with FIFA provides global rights in the "payment services" product category to all FIFA World Cup™ events and other FIFA competitions. These rights are activated with merchants worldwide and made available for use by Visa's financial institution clients. Visa-branded credit, debit and pre-paid cards are preferred by FIFA for all goods purchased at official FIFA stores, in venues and online at [FIFA.com](http://FIFA.com).

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

Web link: [www.corporate.visa.com](http://www.corporate.visa.com)



### About Qatar Airways

Qatar Airways is one of the fastest-growing airlines operating one of the youngest fleets in the world, celebrating 20 years of 'Going Places Together' with travellers in 2017, with 200 aircraft flying to more than 150 key business and leisure destinations across six continents.

Qatar Airways scored top place in the prestigious 2017 Skytrax World Airline Awards to be named Airline of the Year. This is the fourth time that Qatar Airways has been globally recognised as the world's best airline. As well as being voted Best Airline by travellers from around the world, Qatar's national carrier also won a raft of other major awards at the ceremony, including Best Airline in the Middle East, World's Best Business Class and World's Best First Class Airline Lounge.

### History with FIFA

Qatar Airways became a top-tier FIFA Partner in May 2007. The current agreement with FIFA sees them as a FIFA Partner until 2022.

### Product category

Airline passenger transportation services; passenger airplanes; airplane boarding passes; airplane tickets; airline frequent traveller programmes; Hamad International Airport (only with respect to the 2022 FIFA World Cup™).

Web link: <http://www.qatarairways.com/ch/de/homepage.page>

## Current FIFA World Cup Sponsors



### About Budweiser

The “King of Beers”, Budweiser was introduced by Adolphus Busch in 1876 and is still brewed with the same care and high-quality, exacting standards. What began as an American original 139 years ago is a global brand today, enjoyed by consumers in over 80 countries. In accordance with its original recipe, this great American lager is aged over beechwood chips for 21 days, which results in a perfectly balanced flavour and a crisp, clean, refreshing taste.

### History with FIFA

Budweiser (Anheuser-Busch InBev) has been the Official Beer of the FIFA World Cup™ since 1986. Building on our almost 30 year-old partnership, the 2018 and 2022 FIFA World Cups will represent Budweiser’s ninth and tenth consecutive sponsorships of the tournament.

As long-time supporters of football around the world, we see every day the power of sport to bring people together. This collaboration brings together the world’s most valuable beer brand with the most watched sporting event in the world.

### Product category

Official Beer of the FIFA World Cup™

Web link: [www.budweiser.com](http://www.budweiser.com)



### About McDonald’s

McDonald's is the world's leading global food service retailer with over 36,000 locations serving nearly 69 million customers in over 100 countries each day. More than 80% of McDonald's restaurants worldwide are owned and operated by independent local businessmen and women.

### History with FIFA



McDonald's first signed with FIFA in 1994 and focuses the sponsorship on its proprietary Player Escort programme as part of the FIFA Youth Programme at the FIFA World Cup™. Over the past 11 years, McDonald's has sponsored more than 10,000 children between the ages of 6-10 from more than 69 countries around the world. Participants receive the once-in-a-lifetime opportunity to walk hand-in-hand onto the pitch with their football heroes.

McDonald's current agreement sees them as a FIFA World Cup Sponsor until 2022.

### Product category

All ready-to-eat and frozen food products which are prepared on premises (or in a mobile unit) and which are served in retail food service operations: salted and non-salted French fries and other savoury snacks which are produced and sold in the company's service locations.

Services: includes all restaurants, take-out food service operations of supermarkets, convenience stores and petrol stations

Web link: [www.mcdonalds.com](http://www.mcdonalds.com)



### About Mengniu

China Mengniu Dairy Company Limited and its subsidiaries manufacture and distribute quality dairy products in China. It is in the top 10 dairy companies in the world as well as being the leading dairy product manufacturer in China, with Mengniu as its core brand. Mengniu's diversified products range includes liquid milk products (such as milk, milk beverages and yogurt), ice cream, milk formula, cheese, cream and butter. In March 2014, Mengniu became a Hang Seng Index constituent, making it the first blue chip Chinese dairy product manufacturer. By the end of June 2017, the Mengniu has over 40,000 employees and annual production capacity reached 9.21 million tons.

### History with FIFA:

In December 2017 FIFA has signed an agreement with the Mengniu Group to become Official Sponsor for the 2018 FIFA World Cup Russia™.

The Mengniu Group will use its extensive sponsorship assets to give a unique opportunity to its customers to experience the FIFA World Cup™ in Russia.

Their branding will appear on all key promotional platforms such as FIFA's digital channels, LED boards and match tickets.

### Product category

Milk in liquid and powder (only in China), Yoghurt based products in liquid drinking form, Pre-packaged ice-cream.

Web link: [www.mengniu.com.cn](http://www.mengniu.com.cn)



### About Vivo

Vivo is a young global technology company that designs, develops, and manufactures smartphones with ultimate photography with cutting-edge technology, smartphone accessories, software, and online services. It was founded in 2009 in Dongguan, Guangdong, China and has since become registered in over 100 countries around the world, employing over 20,000 people. The company ranks among the top 5 smartphone brands worldwide and it utilises Hi-Fi (High-Fidelity) chips in its smartphones, which provides the highest possible level of sound reproduction. Software developed by the company includes the Vivo App Store, iManager, and a proprietary Android-based operating system called Funtouch OS.

### History with FIFA

Vivo became a FIFA World Cup Sponsor in May 2007. The current agreement with FIFA sees them as a FIFA World Cup Sponsor until 2022.

### Product category

Mobile telephone handsets, which include a camera functionality.

Web link: <http://www.vivo.com/en/>



### About Hisense

Founded in 1969, Hisense is one of China's largest consumer electronics companies, has been number one in Chinese TV market shares for the last 13 years, and its success in China has helped to support the rapid expansion of its international business reach to over 130 countries around the world.

A large part of Hisense's international strategy has been to actively engage in sports marketing to raise brand awareness. Over the years, Hisense has sponsored major sporting events and team sponsorships like UEFA EURO 2016, Nascar's XFINITY series, Joe Gibbs Racing, the Australian Open, and Germany's FC Schalke 04. These activities, coupled with Hisense's innovative high-value products, have helped the brand maintain its status as the NO.3 television manufacturer worldwide into 2017.

### History with FIFA

Hisense became an Official Sponsor of the 2018 FIFA World Cup Russia™ on April 6 2017. As an Official FIFA World Cup Sponsor, Hisense will engage in various global marketing and advertising activities for the 2018 FIFA World Cup™.

The President of Hisense Group, Mr. Liu Hongxin, sees the FIFA World Cup as one of the most significant sporting events in the world, rivaled only by the Olympic Games. For Hisense, sponsoring the prestigious tournament not only serves as a massive marketing opportunity for the brand, but also as a crucial, strategic initiative for the entire enterprise.

Additionally, Hisense will offer its technical expertise and products throughout the 2018 FIFA World Cup while also engaging in a joint R&D initiative with FIFA to further push the boundaries of display technology.

### Product category

Television Sets

Web link: <http://www.hisense.com/>

## Current FIFA World Cup Regional Supporters



### About Alfa-Bank

Alfa-Bank was founded in 1990 and is the largest privately owned bank in Russia by assets, total equity, customer accounts and loan portfolio. Alfa-Bank is part of the Alfa Banking Group that serves more than a quarter of a million corporate clients and nearly fourteen million retail customers. Alfa-Bank is considered systemically important in Russia and is among the highest rated Russian private banks as indicated by the leading international credit rating agencies.

### History with FIFA

Alfa-Bank is the first in history Regional Supporter of a FIFA World Cup™ and the first Regional Supporter in the host region. Combining its significant geographical reach within Russia and its array of market-leading products and services, Alfa-Bank remains a relevant and trusted supporter for the European region.

### Product category

The product category that Alfa-Bank will present through their sponsorship is the retail banking services and ATMs.

Web link: [www.alfabank.ru](http://www.alfabank.ru)



### About Yadea

Yadea was founded in 2001 and is headquartered in Wuxi City, Jiangsu Province, China. Through over 15 years of development, Yadea has grown into a high-end electric motorcycle brand, ranging from research, manufacturing and developing to sales.

Annual production supported by more than 5,000 employees is over 6 million and annual sales over 4 million. The company sells through over 1,700 distributors and 9,150 sub-distributors across China, it exports to over 60 countries and has approximately 20 million users around the globe.

### History with FIFA

Yadea is the first Asian Regional Supporter of the 2018 FIFA World Cup™ and it was announced in February 2018.

### Product category

Electric powered motorcycles, bicycles and scooters.

Web link: <http://globalyadea.com/en/index.html>



### About Russian Railways

Russian Railways is one of the largest railway companies in the world, with huge volumes of freight and passenger transportation, high financial ratings, qualified specialists in all areas of railway transport, a large scientific and technical base, engineering and construction facilities, and significant experience in international cooperation.

Russian Railways holds a leading position in the length of electrified lines—43 400 km—and provides 45.3% of the total cargo turnover (including pipeline transport) and 26.4% of passenger turnover in the Russian Federation.

### History with FIFA

Russian Railways became an Official Sponsor of the 2018 FIFA World Cup Russia™ on April 5th, 2018.

Russian Railways will play a key role in the transportation operation around the 2018 FIFA World Cup™ matches. Fans have already booked half of the 440,000 seats available free of charge for ticket holders traveling between the Host Cities. In total, 728 additional long-distance trips on 31 routes have been scheduled between the opening and final matches. The free tickets can be ordered at [tickets.transport2018.com](http://tickets.transport2018.com) and applicants should have purchased match tickets and registered for a Fan ID.

Russian Railways is also responsible for operating the 31 train stations located in all 11 Host Cities, which are currently being prepared to receive the guests in a safe and comfortable way

## Product category

Railway transport

Web link: <http://eng.rzd.ru/>

### Rostelecom

#### About Rostelecom

Rostelecom is Russia's largest provider of digital services and solutions with presence in all market segments, passing through millions of Russian households.

The company is an unrivalled leader in the Russian broadband access and PayTV market with BB subscriber number being over 12.7 million and that of PayTV subscribers in excess of 9.8 million of which over 4.8 million are viewers of a unique federal scale Interactive TV product.

The Group revenue over 12 months of 2017 totalled RUB 305.3 billion with OIBDA reaching some RUB 97.0 billion (or 31.8% of the revenue), and net income totalling RUB 14.5 billion.

Rostelecom is an unquestionable leader on the market of telecommunications services provided to the Russian governmental and corporate customers of all levels.

Rostelecom is a widely recognized technology leader offering innovative solutions in e-government, cloud computing, healthcare, education, security, housing and utilities services.

The company stable financial position is confirmed by the following credit ratings: "BBB-" from Fitch Ratings, "BB+" from Standard&Poor's, as well as "AA(RU)" assigned by Analytical Credit Rating Agency (ACRA).History with FIFA

#### History with FIFA

Rostelecom, Russia's largest digital service provider has been made an official Russian Supporter of 2018 FIFA World Cup™ in March 2018.

On the basis of its native Interactive TV service Rostelecom will offer its subscribers an opportunity to watch matches to be played in Russia during 2018 FIFA World Cup™ with 4K quality in association with MATCH TV. Moreover, Rostelecom subscribers will not be charged for traffic when viewing matches on their mobile devices.

## Product category

Fixed line telecommunication & Broadband Internet access

Wireless Telecommunication Services

Network Interconnection Services

VoIP Services

Provision of television transmission signals

Video Surveillance System

Web link <https://www.rostelecom.ru/en/>



#### About Alrosa

Alrosa is the leader of the world diamond mining industry, a Russian partially state-owned diamond mining company.

As part of their deal with FIFA, Alrosa has been granted brand association rights for the region and promotion rights on social media. They will be featured on LED boards in all stadiums during the tournament and benefit from product exposure in selected areas of the FIFA World Cup venues.

Russia ranks first in volume among the countries producing diamonds, making Alrosa a world leader and one that operates throughout the production chain – exploring, mining, manufacturing and selling diamonds.

#### Product category

The exploration, mining, manufacture and sale of rough diamonds.

The cutting and polishing of rough diamonds to produce gem grade cut and polished diamonds.

Gem grade cut and polished diamonds, namely finished product diamonds produced through the cutting and polishing of rough diamonds.

The following luxury jewellery items: bracelets, earrings (including stud earrings), necklaces, pendants, rings, cufflinks, tie clips, and diadems, which incorporate gem grade cut and polished diamonds or rough diamonds.

Web link <http://eng.alrosa.ru/>