



FIFA.com  
Sponsorship Guidelines

issue #1 2008

## FIFA.com Sponsorship Guidelines

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- Overview
- Sizes and formats
- Fifa.Com Partners
- Events Partners And Sponsors
- Brand Licensees
- Main Section Sponsoring
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## Partners and Sponsors programme

The programme consists of different kinds of branding that will appear in places on the FIFA.com website:

1. FIFA partners on the whole FIFA.com site
2. Presenting Partners on special Tournaments
3. Event Sponsors on single tournament section
4. FIFA World Cup™ Sponsors on World Cup section
5. National-suppliers on single tournament section
6. Official campaigns on single tournament section

Logos appear at the bottom of those pages:

- FIFA.com homepage (+)
- About FIFA Marketing & TV page (++)
- single tournament homepage (\*)
- single tournament official partners page (\*\*)

Sizes for the brands are defined in the left table

kind	full size (100%)	HPs size (~ 63%)	places
Presenting Partners	 200x40	 125x25	(*) (**)
FIFA-partners	 160x32	 101x20	(+) (++)
Event sponsors (currently Club World Cup only)	 160x32	 101x20	(*) (**)
FIFA World Cup™ sponsors	 136x27	 85x17	(*) (**)
National suppliers	 112x22	 70x14	(*) (**)
Official campaigns	 89x18	- none	(**)

FIFA.COM PARTNERS

FIFA.com homepage

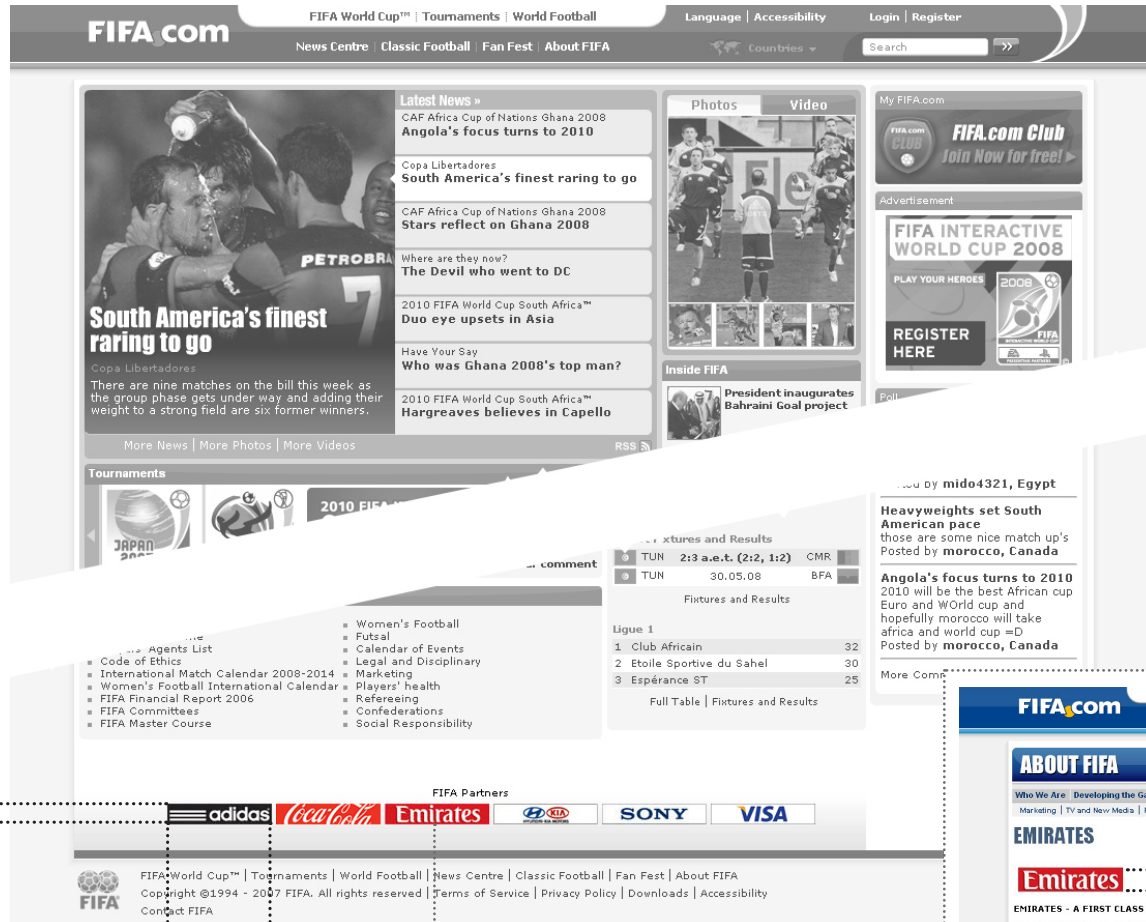
on the FIFA.com homepage goes only the FIFA partners logos at the size of 101x20 pixel

TECHNICAL SPECS:

- Logos are 5:1 size ratio
- Jpeg format
- use 1px graphic border color #b2b2b2 when background color is white or very clear

ACTIONS:

- by clicking will open the single Partner page under About FIFA/Marketing

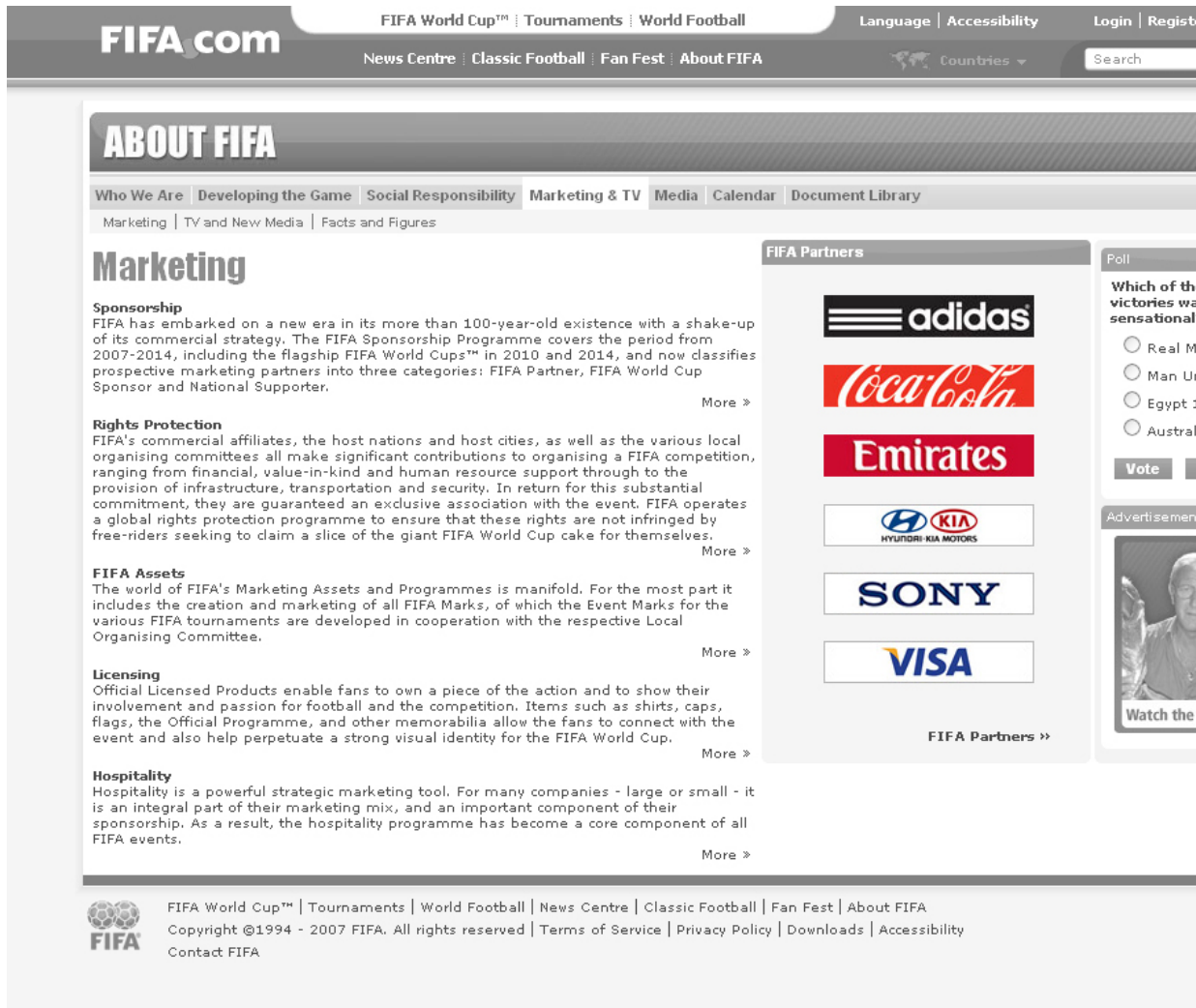


20 px

101 px

32 px

by clicking



## FIFA.COM PARTNERS

### About FIFA / Marketing & TV page

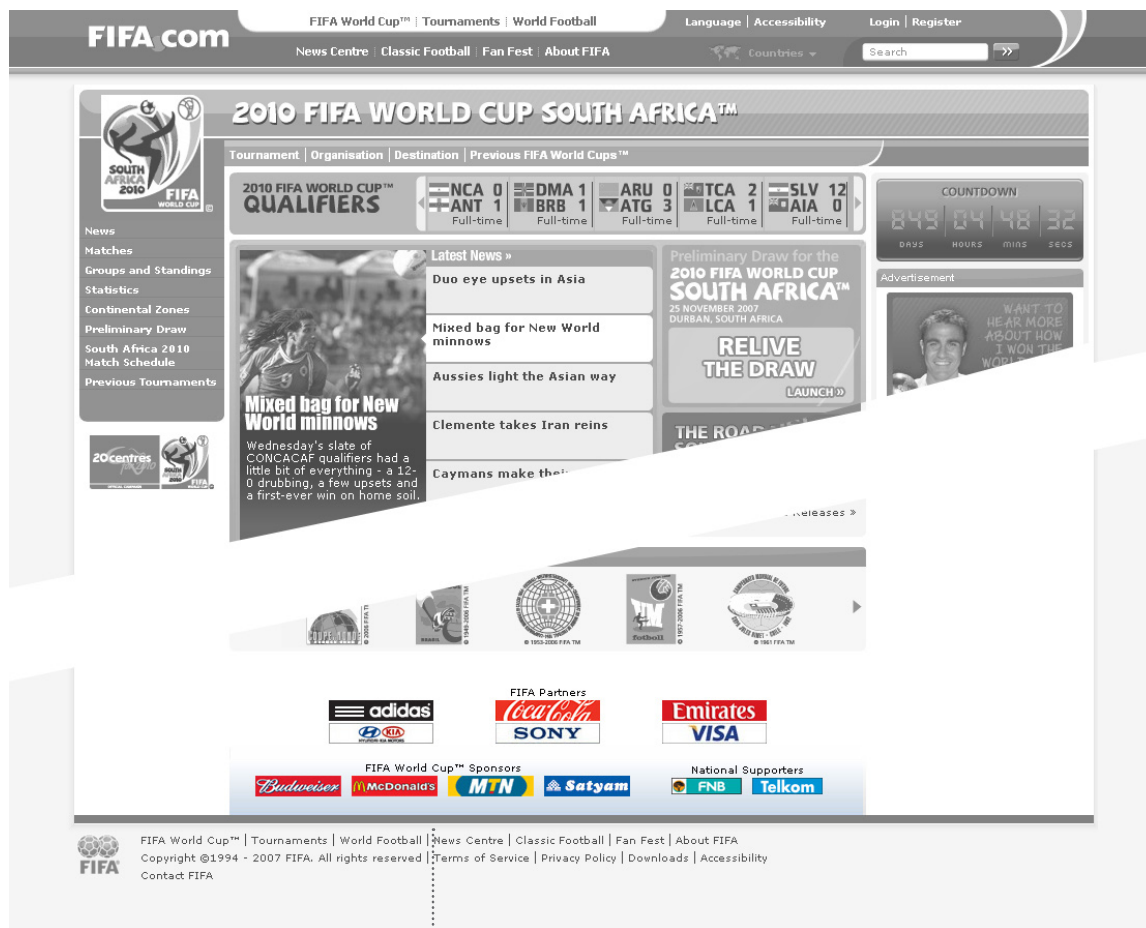
on this page page goes only the FIFA partners logos at the full size 160x32

#### TECHNICAL SPECS:

- Logos are 5:1 size ratio
- Jpeg format
- use 1px graphic border color #b2b2b2 when background color is white or very clear

#### ACTIONS:

- by clicking will open the single Partner page under About FIFA/Marketing



## EVENTS PARTNERS AND SPONSORS

### Single Tournament homepage / FIFA World Cup™ homepage

on the single Tournament homepages goes:

- FIFA partners
- Tournament Sponsors
- National Supporters
- Presenting Partners (in special Tournaments)

### TECHNICAL SPECS:

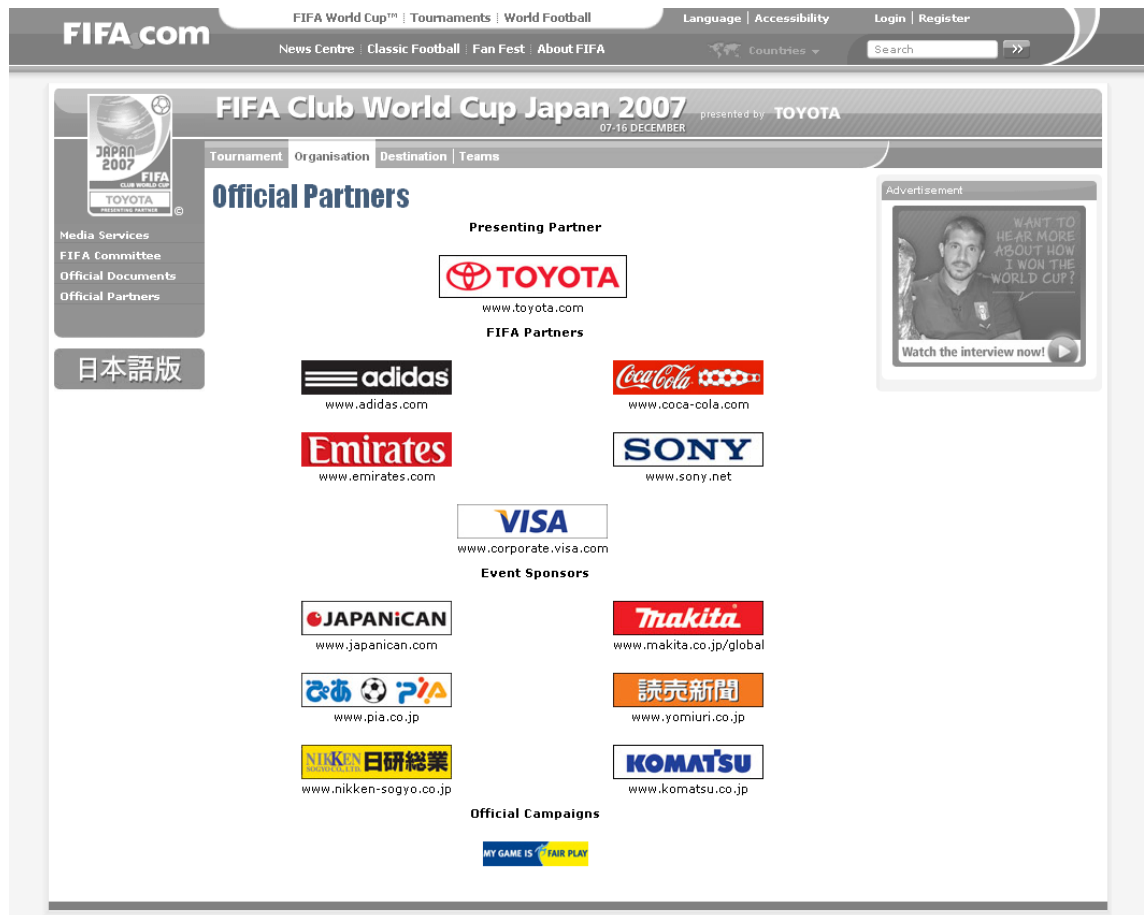
- Logos are 5:1 size ratio
- Jpeg format
- use 1px graphic border color #b2b2b2 when background color is white or very clear

### ACTIONS:

- by clicking will open the Tournament's official Partners page

by clicking

→ [TOURNAMENT/organisation/partners/index.html](#)



## EVENTS PARTNERS AND SPONSORS

Single Tournament Official Partners page /  
FIFA World Cup™ Official Partners page

on this page goes at HPs sizes:

- FIFA partners
- Tournament Sponsors
- National Supporters
- Presenting Partners (in special Tournaments)
- Official Campaigns

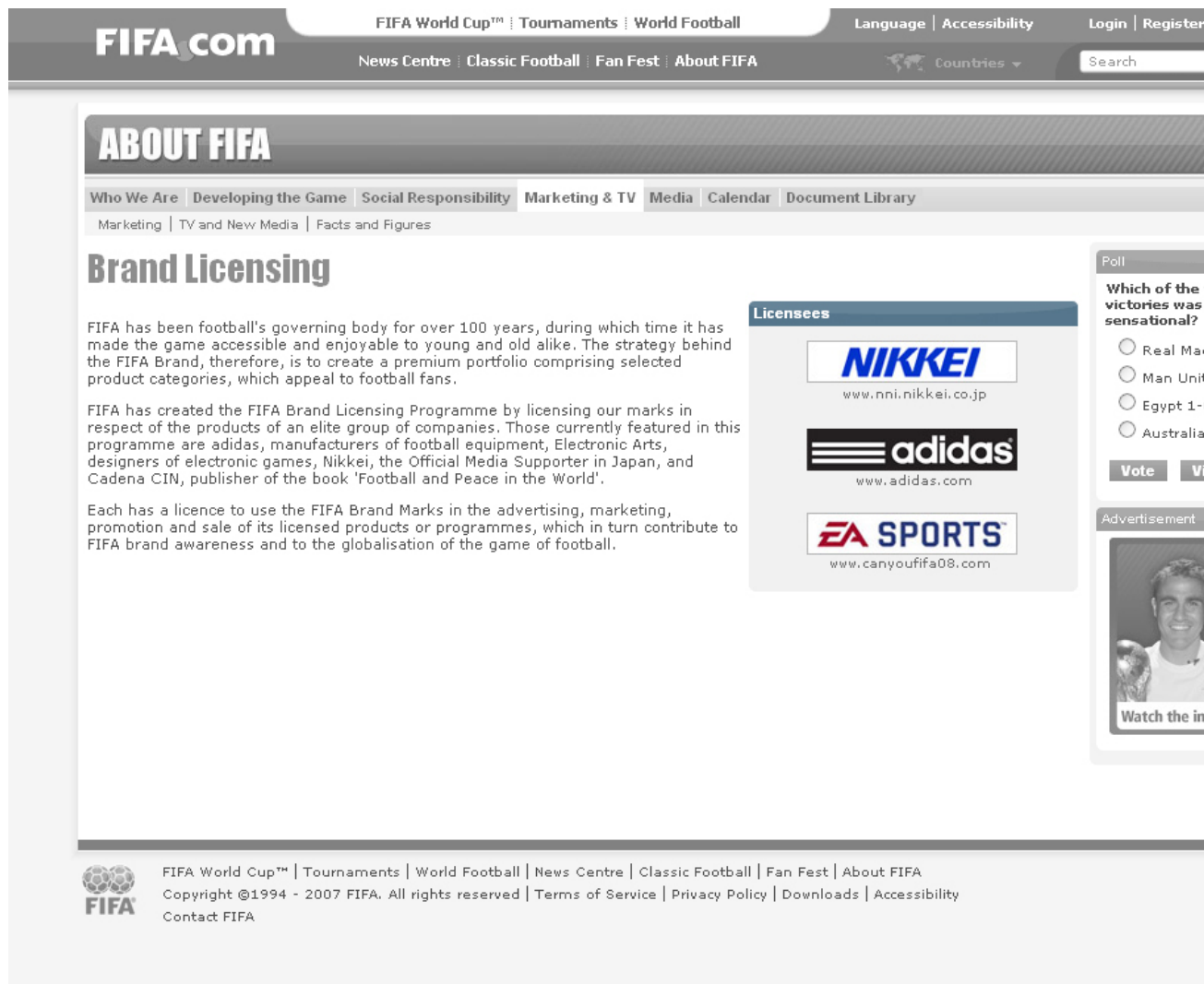
See table on page 2 for related sizes

### TECHNICAL SPECS:

- Logos are 5:1 size ratio
- Jpeg format
- use 1px graphic border color #b2b2b2 when background color is white or very clear

### ACTIONS:

- by clicking will open a new page with the link to the partner's site



## BRAND LICENSEES

### About FIFA / Brand Licensing page

Brand Licensees are special kind of partners that only appears on this page

Logos size is the same of FIFA partners full: 160x32 px

#### TECHNICAL SPECS:

- Logos are 5:1 size ratio
- Jpeg format
- use 1px graphic border color #b2b2b2 when background color is white or very clear

#### ACTIONS:

- by clicking will open a new page with the link to the licensee site or, if it's a Partner, the single Partner page under About FIFA/Marketing





## Main Section Sponsoring

155x38 pixel slot for the brand

allow use of brand colors

brand color background is gradient meshed to the section color

text "sponsored by" on the section header, left of the brand logo

**WORLD FOOTBALL** sponsored by: **SPONSOR**

Results & Fixtures | World Ranking | Statistics | Club Football | Continental Zones | Calendar & Live

**Italy**  
**Struggling Chievo sack Pilon**  
 (AFP) 16 Oct 2006  
 Chievo have sacked their coach Giuseppe Pilon, the struggling Serie A club confirmed on Monday.

**England**  
**Cech conscious and improving, say Chelsea**  
 (REUTERS) 16 Oct 2006  
 Chelsea goalkeeper Petr Cech is fully conscious and his condition is improving following surgery on his fractured skull, the club said in a statement on Monday.

**World Leagues**  
**Assuncao laid low**  
 (REUTERS) 13 Feb 2006  
 Copa Libertadores de América

**Vélez, Chivas and Independiente Santa Fe hit the right notes**  
 (FIFA.com) 13 Feb 2006

**World Leagues**  
**Marques joins Yokohama Marinos**  
 (AFP) 13 Feb 2006

**Latest Fixture & Results**

Date	Home	Score	Away
08.10.2006	Brazil	0:0	Uganda
08.10.2006	Brazil	5:0	Mauritania
08.10.2006	Cote d'Ivoire	0:2	Brazil
08.10.2006	Brazil	5:0	Gabon
10.10.2006	Honduras		Brazil
10.10.2006	Brazil		Ecuador
11.10.2006	Saudi Arabia		Brazil

Full Fixtures | All Results

**Ranking**

Rank	Teams	Point	Sept 06
1	Germany	2223	
2	USA	2200	
3	Norway	2062	
4	Brazil	2053	
5	Sweden	2032	
6	France	2007	

AFC | CAF | CONCACAF | CONMEBOL | OFC | UEFA

**All-Time Awards**

1931 ● 1932 ● 1933 ● 1934

**12 August 1931**  
 The programme of festivities for the FIFA Centennial was announced Sunday 29 June before the final of the FIFA Confederations Cup France

**History World Ranking Tournaments News and results Interactive Map of World Football**

**FIFA.COM ONLY FOR YOU**

Preferred Team >  
 Brazil

Latest News  
 • Heavyweights back in action  
 • Onwards and upwards for winners Brazil

Photos Video

My League >  
 Barclays Premiership  
 Teams Pts.  
 1. Manchester United FC 19  
 2. Chelsea FC 19  
 3. Bolton Wanderers FC 17

**ADVERTISEMENT**

**THIS IS THE SEASON**  
 EA SPORTS FIFA 07

**FANTASY FOOTBALL**

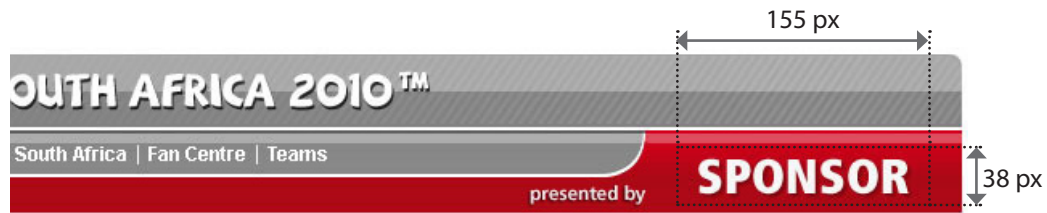
FIFA.com Fantasy Football presented by Hyundai offers both football fans and gamers the chance to test their skills and to win fabulous prizes.

- Tipster's team
- Rankings
- Points
- Transfer history

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sponsored by: **HYUNDAI**

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## Section & Sub-section Sponsoring

155x38 pixel slot for the brand  
 use the brand color for background for all the stripe  
 include the sub-section title in the same color stripe

**FIFA World Cup South Africa 2010™**

Tournament | Organisation | Destination South Africa | Fan Centre | Teams

Match & Results presented by **SPONSOR**

Group Stage | Knock Out Stage | Calendar

**GROUP A**

match	date - time	venue	homeTeam	result	awayTeam
2	09 June - 21:00	GELSENKIRCHEN	Poland	0:2 (0:1)	Ecuador
17	14 June - 21:00	DORTMUND	Germany	1:0 (0:0)	Poland
18	15 June - 15:00	HAMBURG	Ecuador	3:0 (1:0)	Costa Rica
33	20 June - 16:00	BERLIN	Ecuador	0:3 (0:2)	Germany
34	20 June - 16:00	HANOVER	Costa Rica	1:2 (1:1)	Poland

**GROUP B**

match	date - time	venue	homeTeam	result	awayTeam
4	10 June - 18:00	DORTMUND	Trinidad and Tobago	0:0	Sweden
19	15 June - 18:00	NUREMBERG	England	2:0 (0:0)	Trinidad and Tobago
20	15 June - 21:00	BERLIN	Sweden	1:0 (0:0)	Paraguay
35	20 June - 21:00	COLOGNE	Sweden	2:2 (0:1)	England
36	20 June - 21:00	KAISERSLAUTERN	Paraguay	2:0 (1:0)	Trinidad and Tobago

**GROUP C**

match	date - time	venue	homeTeam	result	awayTeam
6	11 June - 15:00	LEIPZIG	Serbia and Montenegro	0:1 (0:1)	Netherlands
21	16 June - 15:00	GELSENKIRCHEN	Argentina	6:0 (3:0)	Serbia and Montenegro
22	16 June - 18:00	STUTTGART	Netherlands	2:1 (2:1)	Cote d'Ivoire
37	21 June - 21:00	FRANKFURT/MAIN	Netherlands	0:0	Argentina
38	21 June - 21:00	MUNICH	Cote d'Ivoire	3:2 (1:2)	Serbia and Montenegro

**GROUP D**

match	date - time	venue	homeTeam	result	awayTeam
8	11 June - 21:00	COLOGNE	Angola	0:1 (0:1)	Portugal
23	16 June - 21:00	HANOVER	Mexico	0:0	Angola
24	17 June - 15:00	FRANKFURT/MAIN	Portugal	2:0 (0:0)	Iran
39	21 June - 16:00	GELSENKIRCHEN	Portugal	2:1 (2:1)	Mexico
40	21 June - 16:00	LEIPZIG	Iran	1:1 (0:0)	Angola

**GROUP E**

match	date - time	venue	homeTeam	result	awayTeam
9	12 June - 21:00	HANOVER	Italy	2:0 (1:0)	Ghana
26	17 June - 18:00	COLOGNE	Czech Republic	0:2 (0:1)	Ghana
25	17 June - 21:00	KAISERSLAUTERN	Italy	1:1 (1:1)	USA
41	22 June - 16:00	HAMBURG	Czech Republic	0:2 (0:1)	Italy
42	22 June - 16:00	NUREMBERG	Ghana	2:1 (2:1)	USA

**GROUP F**

match	date - time	venue	homeTeam	result	awayTeam
11	13 June - 21:00	BERLIN	Brazil	1:0 (1:0)	Croatia
28	18 June - 15:00	NUREMBERG	Japan	0:0	Croatia
27	18 June - 18:00	MUNICH	Brazil	2:0 (0:0)	Australia
43	22 June - 21:00	DORTMUND	Japan	1:4 (1:1)	Brazil
44	22 June - 21:00	STUTTGART	Croatia	2:2 (1:1)	Australia

**FIFA CALENDAR**

2006

**2 - 12 November**  
 FIFA Beach Soccer World Cup 2006  
 Rio de Janeiro

**10 - 17 December**  
 FIFA Club World Cup Japan 2006  
 Japan

**18 December**  
 FIFA World Player Gala 2006  
 Zurich

2007

**7 February**  
 Fixed date for friendly matches

**3 March**  
 121st Annual General Meeting  
 of the International F.A. Board  
 Manchester

Full Calendar

**FAN OF THE MATCH**

Congratulations  
**Matias Mengali**

★★★★☆  
 Average 3.68 stars

More | All Fans

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MATCHES						
match	date - time	venue	homeTeam	result	awayTeam	
49	24 June - 17:00	MUNICH	Germany	2:0 (2:0)	Sweden	
50	24 June - 21:00	LEIPZIG	Argentina	2:1 a.e.t. (1:1, 1:1)	Mexico	
51	25 June - 17:00	STUTT GART	England	1:0 (0:0)	Ecuador	
52	25 June - 21:00	NUREMBERG	Portugal	1:0 (1:0)	Netherlands	
53	26 June - 17:00	KAISERSLAUTERN	Italy	1:0 (0:0)	Australia	
54	26 June - 21:00	COLOGNE	Switzerland	0:0 a.e.t. 0:3 PSO	Ukraine	
All Matches & Results						
sponsored by:					<b>SPONSOR</b>	

105 px

20 px

Tab bottom Sponsoring

105x20 pixel slot for the brand  
brand logo white on section default color  
text "presented by" on the left, brand logo on the right

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## FIFA U-20 World Cup Canada 2007

Tournament | Destination | Organisation | Fun Centre | Teams

### The long chase begins

The field may be cut but Asia's flagship club competition gets underway on Wednesday with 24 teams vying to join champions Al Ittihad in the quarter-finals.

**Latest News**

- 2006 FIFA World Cup Germany™ Coaches corner in Dusseldorf
- AFC Champions League: The long chase begins
- CAF African Cup of Nations Egypt 2006: Nigeria, Côte d'Ivoire keep dreams alive
- World Leagues: Shear-class, Thierry's triumph
- Futsal: FIFA orders full compliance with official
- World Leagues: Inter lose ground on leaders
- World Leagues: Keane opens Celtic account
- World Leagues: Liverpool crash at Charlton
- World Leagues: Chelsea eliminate Everton
- World Leagues: Milito leads Madrid demolition

MATCHES						
match	date - time	venue	homeTeam	result	awayTeam	
49	24 June - 17:00	MUNICH	Germany	2:0 (2:0)	Sweden	
50	24 June - 21:00	LEIPZIG	Argentina	2:1 a.e.t. (1:1, 1:1)	Mexico	
51	25 June - 17:00	STUTT GART	England	1:0 (0:0)	Ecuador	
52	25 June - 21:00	NUREMBERG	Portugal	1:0 (1:0)	Netherlands	
53	26 June - 17:00	KAISERSLAUTERN	Italy	1:0 (0:0)	Australia	
54	26 June - 21:00	COLOGNE	Switzerland	0:0 a.e.t. 0:3 PSO	Ukraine	
All Matches & Results						

sponsored by: **SPONSOR**

**GOALS**

Last Scorers

- H. CRESPO ARG 1:0 NED

Top Scorers

- M. KLOSE GER 7
- H. CRESPO ARG 4
- RONALDO BRA 5

**VIDEO**

South American U-20 Championship

Excitement builds as final round nears

**PHOTO GALLERY**

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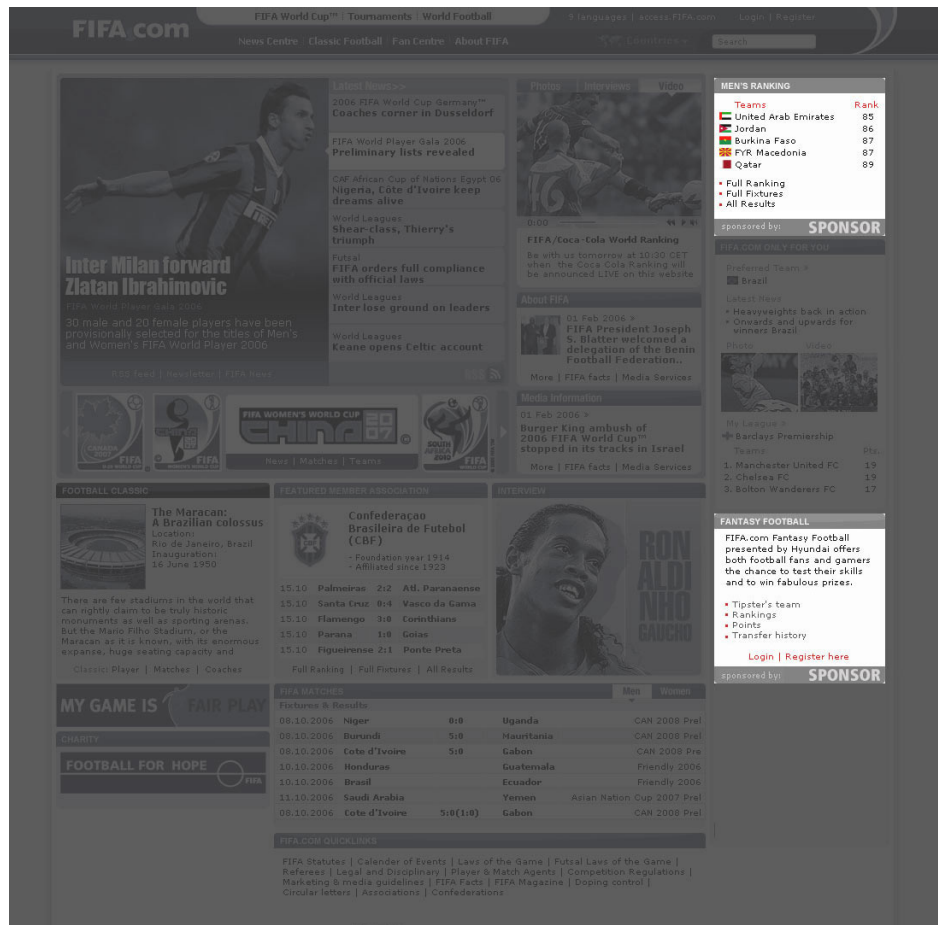
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## Tab bottom Sponsoring

105x20 pixel slot for the brand  
 brand logo white on section default color  
 text "presented by" on the left, brand logo on the right





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