

## **2018 FIFA World Cup Russia™ - Sponsorship Strategy**

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

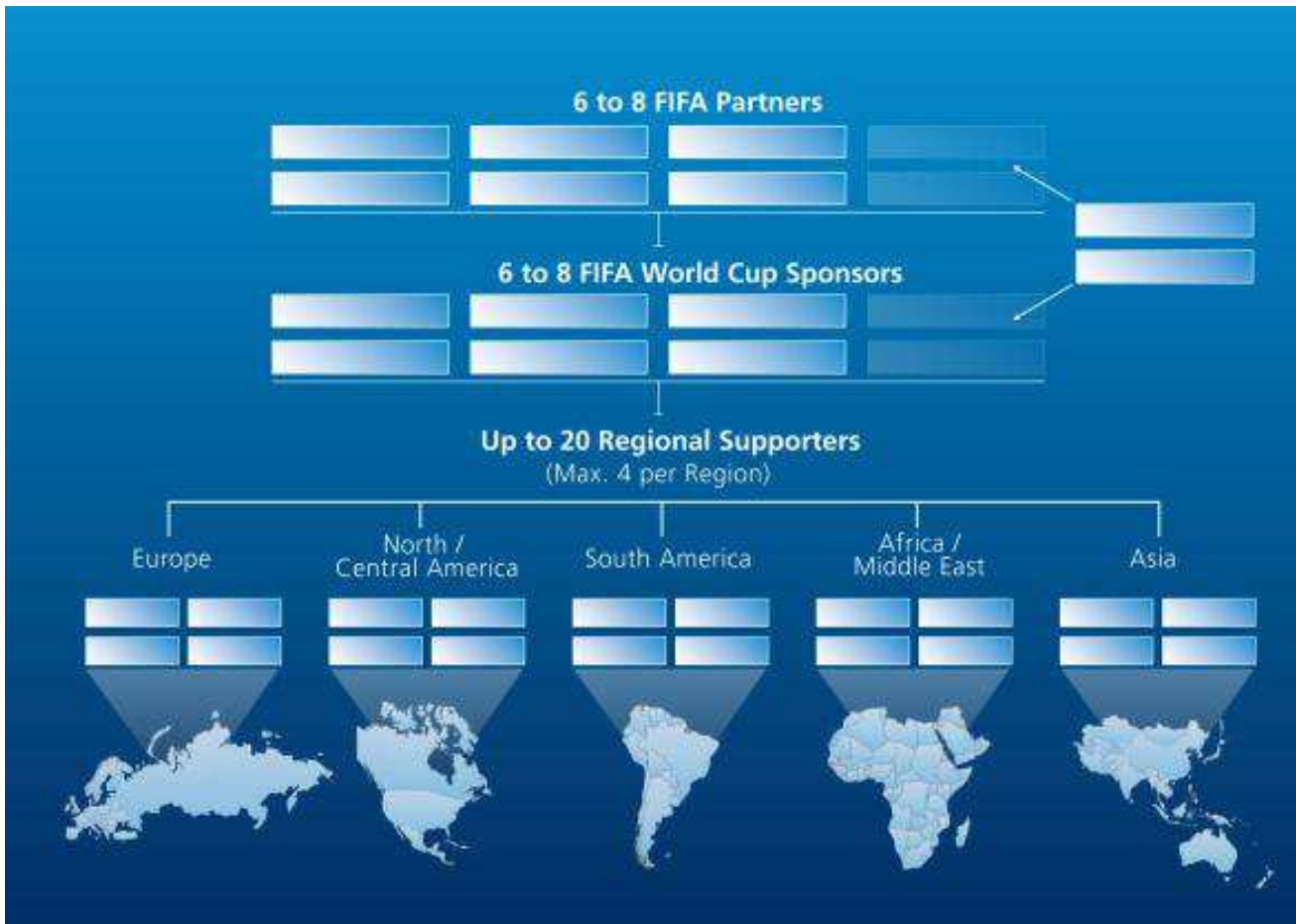
Sponsorship plays a huge role in FIFA's work to develop football all over the world and stage world-class events. "Without the support of our sponsors, events such as the FIFA World Cup would simply not be possible," said Thierry Weil. "Our sponsors not only offer financial support to the events, but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

FIFA's new innovative commercial structure will be in place as of 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 will cover five pre-defined regions around the globe. This tier will provide regional sponsorship rights to up to 20 brands from North America, South America, Europe, Middle East & Africa and Asia.

"The regional approach also offers a more 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," added Weil. "For example a company who is interested in the region of South America can now acquire the corresponding rights and not have to purchase a global package. The value proposition is much stronger."

- 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 all around the world, from grassroots right up to the top level at the FIFA World Cup™. This allows FIFA and its Partners to form true partnerships, adding great value to the engagement for both sides.
- 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 5 regions.

The following diagram depicts how FIFA's three-tier sponsorship structure will be implemented for the 2018 and 2022 FIFA World Cup™ tournaments;



For more information on the 2018 FIFA World Cup Russia™ Sponsorship Strategy please contact [media@fifa.org](mailto:media@fifa.org)

For further information on the Marketing Affiliates for the 2018 FIFA World Cup Russia™ please visit [www.fifa.com/worldcup/russia2018/organisation/partners](http://www.fifa.com/worldcup/russia2018/organisation/partners)