FIFA.com Sponsorship Guidelines

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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.

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<table>
<thead>
<tr>
<th>kind</th>
<th>full size (100%)</th>
<th>HPs size (~ 63%)</th>
<th>places</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Partners</td>
<td><img src="image1" alt="EA Sports Logo" /></td>
<td><img src="image2" alt="EA Sports Logo" /></td>
<td>(*) (**)</td>
</tr>
<tr>
<td></td>
<td>200x40</td>
<td>125x25</td>
<td></td>
</tr>
<tr>
<td>FIFA-partners</td>
<td><img src="image3" alt="Emirates Logo" /></td>
<td><img src="image4" alt="Emirates Logo" /></td>
<td>(+) (++)</td>
</tr>
<tr>
<td></td>
<td>160x32</td>
<td>101x20</td>
<td></td>
</tr>
<tr>
<td>Event sponsors (currently Club World Cup only)</td>
<td><img src="image5" alt="Yomiuri News Logo" /></td>
<td><img src="image6" alt="Yomiuri News Logo" /></td>
<td>(*) (**)</td>
</tr>
<tr>
<td></td>
<td>160x32</td>
<td>101x20</td>
<td></td>
</tr>
<tr>
<td>FIFA World Cup™ sponsors</td>
<td><img src="image7" alt="Budweiser Logo" /></td>
<td><img src="image8" alt="Budweiser Logo" /></td>
<td>(*) (**)</td>
</tr>
<tr>
<td></td>
<td>136x27</td>
<td>85x17</td>
<td></td>
</tr>
<tr>
<td>National suppliers</td>
<td><img src="image9" alt="Hana Ocean Logo" /></td>
<td><img src="image10" alt="Hana Ocean Logo" /></td>
<td>(*) (**)</td>
</tr>
<tr>
<td></td>
<td>112x22</td>
<td>70x14</td>
<td></td>
</tr>
<tr>
<td>Official campaigns</td>
<td><img src="image11" alt="20 centres 2020 Logo" /></td>
<td>none</td>
<td>(**)</td>
</tr>
<tr>
<td></td>
<td>89x18</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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*Note: Images of logos are placeholders.*
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
Marketing

Sponsorship
FIFA has embarked on a new era in its more than 100-year-old existence with a shake-up of its commercial strategy. The FIFA Sponsorship Programme covers the period from 2007-2014, including the flagship FIFA World Cup™ in 2010 and 2014, and now divides prospective marketing partners into three categories: FIFA Partner, FIFA World Cup Sponsor and National Supporter.

Rights Protection
FIFA’s commercial affiliates, the host nations and host cities, as well as the various local organizing committees, all make significant contributions to organizing a FIFA competition, ranging from financial, administrative and human resources support through to the provision of infrastructure, transportation and catering. In return for this substantial commitment, they are guaranteed an exclusive association with the events. FIFA operates a global rights protection programme to ensure that these rights are not infringed by third parties seeking to claim a slice of the giant FIFA World Cup cake for themselves.

FIFA Assets
The world of FIFA’s Marketing Assets and Programme is manifold. For the most part it includes the creation and marketing of all FIFA Marks, of which the Event Marks for the various FIFA tournaments are developed in cooperation with the respective Local Organizing Committees.

Licensing
Official Licensed Products enable fans to own a piece of the action and to show their involvement and passion for football and the competitions, items such as shirts, caps, flags, the Official Programme, and other memorabilia allow the fans to connect with the event and also help perpetuate a strong visual identity for the FIFA World Cup.

Hospitality
Hospitality is a powerful strategic marketing tool. For many companies - large or small - it is an integral part of their marketing mix, and an important component of their sponsorship. As a result, the hospitality programme has become a core component of all FIFA events.

FIFA Partners

<table>
<thead>
<tr>
<th>Logos</th>
</tr>
</thead>
<tbody>
<tr>
<td>adidas</td>
</tr>
<tr>
<td>Coca-Cola</td>
</tr>
<tr>
<td>Emirates</td>
</tr>
<tr>
<td>Sony</td>
</tr>
<tr>
<td>Kia</td>
</tr>
<tr>
<td>Visa</td>
</tr>
</tbody>
</table>

FIFA.com Sponsorship Guidelines

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
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
**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
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
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
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
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