

## The Official FIFA World Cup™ Partners & Sponsors since 1982

	2014*	2010*	2006	2002	1998	1994	1990	1986	1982
<b>adidas</b>	x	x	x	x	x				
<b>Coca-Cola</b>	x	x	x	x	x	x	x	x	x
<b>Emirates</b>	x	x	x						
<b>Hyundai-Kia Motors (2002-2006: Hyundai)</b>	x	x	x	x					
<b>Sony</b>	x	x							
<b>Visa</b>	x	x							
Alfa Romeo							x		
Anheuser-Busch (Budweiser)	(x)	(x)	x	x	x		x	x	
Avaya			x	x					
Bata								x	
Canon					x	x	x	x	x
Castrol	(x)	(x)							
Cinzano								x	
Continental	(x)	(x)	x						
Deutsche Telekom			x						
Energizer						x			
Fuji Xerox				x					
Fujifilm			x	x	x	x	x	x	x
Gillette			x	x	x	x	x	x	x
Iveco									x
Johnson & Johnson	(x)								
JVC				x	x	x	x	x	x
Korea Telekom/NTT				x					
MasterCard			x	x	x	x			
McDonald's	(x)	(x)	x	x	x	x			
Metaxa									x
MTN		(x)							
Oi	(x)								
Opel (1994: General Motors)					x	x		x	
Philips			x	x	x	x	x	x	
R.J. Reynolds (1986: Camel/1982: Winston)								x	x
Satyam		(x)							
Seara	(x)								
Seiko								x	x
Snickers (1990: Mars/m&m's)					x	x	x		
Toshiba			x	x					
Vini d'Italia							x		
Yahoo!			x	x					
Yingli Solar	(x)								
<b>TOTAL</b>	<b>6 (+8)</b>	<b>6 (+6)</b>	<b>15</b>	<b>15</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>12</b>	<b>9</b>

\*FIFA's commercial hierarchy now comprises six FIFA Partners (shown in bold), eight FIFA World Cup Sponsors (previously six) and six National Supporters