

UEFA Champions League Official Partners – planned activity at the UEFA Champions Festival

Ford

Come and enjoy the Ford area within the UEFA Champions Festival and experience Focus Cam, a spectacular way of capturing your very own UEFA Champions League moment, inspired by the innovative technology in the all-new Ford Focus. Plus, test your speed and precision at the penalty kicking game for your chance to win a UEFA Champions League branded Ford sports bottle. Ford has been involved from the start and look forward to welcoming you to the celebrations for our 19th consecutive season as an Official Partner of the UEFA Champions League.

UniCredit

UniCredit is awaiting fans with exciting attractions at the Festival to enjoy the spirit of football along the UEFA Champions League Final, bringing the ultimate football gimmick on the pitch. Being the best goalkeeper of the world, RoboKeeper guarantees an exciting challenge for families and kids as well as for football pros. Furthermore, UniCredit encourages all visitors to support the social initiative “Make a kid smile”. For every smiling picture contributed at terminals on-site UniCredit Foundation donates 10 Euro – up to a maximum of 200.000 Euro – to “Open Fun Football Schools”, a project promoting fairness, team spirit and mutual respect among children living in divided societies.

MasterCard

Visit the MasterCard truck and have your Priceless Photo taken with the UEFA Champions League trophy or MasterCard’s spokesperson Pierluigi Collina. Exclusive offers and incentives for MasterCard cardholders will be available, and there’s even the chance to WIN your own piece of UEFA Champions League history (www.mastercard.co.uk/football). Finally, feel free to check out www.qcsgiftcards.com/mastercardgiftcard to get a limited edition UEFA Champions League Final 2011 prepaid card (only available until July 31st).

Sony and Sony PlayStation

Through the long-term football partnership with UEFA Champions League and the development of innovative technology, Sony is inspiring a sense of excitement for the millions of football fans around the world. During the eight day festival at Hyde Park, the Sony Stadium will be a hub of activity where visitors will have the chance to get hands on with the latest Sony technologies, watch the best of the UEFA Champions League in 3D, and take part in thrilling PlayStation experiences. Visitors to the Sony Stadium will also have the opportunity to take part in a ‘Beat the Pro’ challenge for the chance to win a seat at this year’s UEFA Champions League Final.

adidas

Experience the official UEFA Champions League Superstore. The store is offering the official UEFA Champions League and UEFA Women Champions League Final Merchandise products, adidas official matchball range, club jerseys, various adidas products as well as a selection of official UEFA licensee products.

At the ‘adidas all access’ you will get insights into the history of UEFA Champions League Final matchballs as well as adidas football boots. You get the unique chance

to win prizes by taking part in exciting interactive adidas activations. Moreover fans will have the opportunity to test the new adipower Predator boot which will be launched the week prior to the UEFA Champions League Final.

Heineken

Heineken will be on hand to provide fans with the 'Endless Bar' - a feature of the UEFA Champions Festival that will run through the whole Heineken Zone, providing a unique party atmosphere to rock Hyde Park in the lead up to the UEFA Champions League Final. Along the way, festival goers will get to experience everything from how to pour the perfect beer to playing with their friends the 11 x11 'Endless Football Table'. Visitors, will be able to enjoy a drink, from the ingenious 'Beer Lift' and listen to UK's finest DJ' on the 'Endless Viewing Deck', all this in preparation for the match the whole world will be watching. As Heineken should be enjoyed responsibly, alcoholic drinks will be only served to visitors over legal drinking age.