



Union des associations européennes de football



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Heineken renews its sponsorship of the UEFA Champions League

Three-year deal announced for 2009-12

UEFA has today announced the extension of its sponsorship agreement with Heineken for the UEFA Champions League seasons 2009 to 2012.

With this renewal, Heineken continues its long-term association with the biggest and best European club football competition, which began in 1994 under the Amstel brand. Since the 2005/06 season the Heineken brand has used the UEFA Champions League as the cornerstone of their sports sponsorship and marketing communication strategy. Together with UEFA, Heineken has developed one of the most successful promotions of the UEFA Champions League outside of Europe, via the UEFA Champions League Trophy Tour. In 2007 the trophy was toured to fans extensively in Asia and in 2008 it visited Latin America.

Commenting on the renewal David Taylor, UEFA General Secretary, said:

"We are very pleased that Heineken, as one of the world's most recognised and prestigious brands, has chosen to continue its partnership with UEFA and the UEFA Champions League. Heineken has been an important partner for us and has supported the promotion of the competition beyond European boundaries in the past two seasons through the UEFA Champions League Trophy Tour. We are therefore very much looking forward to a continued successful co-operation."

Stefan Orlowski, Group Commerce Director Heineken N.V., commented:

"We are delighted to have extended the Heineken brand's sponsorship of the UEFA Champions League. With TV coverage around the world, the UEFA Champions League has become a truly global phenomenon. It is therefore a natural fit with the Heineken brand, the world's most international premium beer. The continuation of this partnership with UEFA will continue to drive equity in the Heineken brand and underlines our commitment to extend the brand's leadership position within the premium beer segment."

Heineken is the first of six official sponsors to have concluded an agreement with UEFA for the UEFA Champions League period 2009 to 2012.

TEAM Marketing is the exclusive marketing agent of UEFA for the UEFA Champions League.

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