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adidas sign as first partner for UEFA EURO 2012™

Long-term commitment includes UEFA EURO 2012™ and EURO 2016™

UEFA and adidas announced today that their long-term partnership is to continue with a comprehensive set of rights being granted for UEFA EURO 2012™ and UEFA EURO 2016™, along with all other national team competitions in the period from 2010 to 2017 under the UEFA EUROTOP banner.

The long-term agreement places adidas as one of the top level sponsors, while their licensing rights include branded and unbranded opportunities, with notably the rights to create and market the Official Match Balls which will be used in all matches of all national team events.

For the first time, adidas has also been granted retail rights in relation to UEFA EURO and, alongside their own retail capabilities, will work with Intersport, their long-term strategic partner, to create a strong global sports retail programme.

In addition, adidas will implement a broad product supply programme equipping the staff, officials, referees, volunteers and ball kids of all the national team competitions during the period, while also providing additional equipment support to UEFA's numerous football development and referees courses.

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

"It is significant that the first UEFA EURO 2012™ partnership agreement we are able to announce is with adidas. UEFA is all about football and the beautiful game is also at the core of adidas' business. They are the leading football brand in the sporting goods category, and beyond their promotional activities, they will also be providing top-level support to all our events and courses, through the provision of official match balls and other sporting goods and apparel.

"UEFA EURO is a hugely valuable and attractive event for sponsors to be associated with, and, with further agreements due to be announced before the end of the year, we are confident of completing the global sponsorship programme by the summer of 2010."

In addition to UEFA EURO 2012™ and UEFA EURO 2016™, the UEFA EUROTOP agreement also includes a relationship with UEFA over all the national team competitions, including major tournaments such as the UEFA European Under-21 Championship (2011, 2013, 2015 & 2017) and the UEFA European Women's Championship 2013 and 2017, and numerous education courses for coaches and referees through to the end of 2017, providing marketing and product support across this wide range of UEFA properties.

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