



Union des associations européennes de football



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## ***UEFA and adidas sign new deals for UEFA EURO 2008™ and UEFA Champions League until 2009***

### **adidas, Official Sponsor for UEFA EURO 2008™ and Official Ball Supplier of UEFA Champions League 2006-09**

UEFA and adidas announced today in Berlin, Germany, that their long-term partnership is to continue on both the flagship European national team and top European club competitions. adidas have been granted global sponsorship rights to UEFA EURO 2008™ to take place in Austria and Switzerland and have extended their UEFA Champions League partnership by becoming the Official Ball Supplier for the UEFA Champions League until 2009.

The contract for the UEFA EURO 2008™ increases the overall involvement of adidas with UEFA as they become an Official Sponsor for the tournament. This includes the global sponsorship and licensing rights and, building on the success of the Roteiro ball at UEFA EURO 2004™, the opportunity to create and market a new and unique Official Match Ball which will be used in all matches at the tournament. In addition, adidas will supply the equipment for the officials, referees, volunteers and ball boys.

In a separate deal, adidas becomes the Official Ball Supplier for the UEFA Champions League and will supply the balls for all the UEFA Champions League matches for the seasons 2006 to 2009. In a new and unique arrangement they will supply the standard and bad weather balls for all 32 clubs taking part in the UEFA Champions League Group Stage starting from the 2006/07 season and will include a special match ball for the 2007, 2008 and 2009 UEFA Champions League Final. The ball used will continue to be the renowned "Finale" starball ball which has itself become an icon of the UEFA Champions League matches and is sold in over 60 countries world-wide.

Commenting on the announcement in Berlin, UEFA President, Lennart Johansson, said:

"For UEFA this partnership means that we are in the fortunate position to be working with one of the top brands in football.

"We are very pleased therefore to have concluded the contracts with adidas for both our top national team and our top club competitions."

adidas will also have the rights to design and market exclusive UEFA Champions League branded sportswear, will continue to supply well over 1,000 volunteers with sportswear for the final and will support the UEFA Young Champions grassroots event.

The UEFA EURO 2008™ deal also includes a relationship with UEFA over a further 11 events, including major tournaments such as the UEFA European Under-21 Championship (2007 & 2009) and the UEFA European Women's Championship 2009 and numerous education courses for coaches and referees through to the end of 2009, providing marketing and product support across this wide range of UEFA properties.

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