

Media Release

Communiqué aux médias

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**Union des associations
européennes de football**



Date: 22/03/2002

No. 40 - 2002

UEFA EURO 2004™ First Sponsor Announced

Carlsberg Breweries in deal for 2004 and 2008 European Championships

Carlsberg Breweries were today announced as the first official sponsor of the forthcoming UEFA European Football Championship in Portugal. The announcement, made this morning in Copenhagen by the President of UEFA, Lennart Johansson and CEO of Carlsberg Breweries, Nils Andersen, cements one of the longest partnerships in world football dating back to the 1988 tournament and set to continue into the European Championship of 2008.

“The European Championship is one of the biggest events in sport and we are pleased to have the support of a world recognised brand such as Carlsberg”, said Lennart Johansson. “Carlsberg has a long heritage as part of the game and their partnership with UEFA going back to 1988 has been to the benefit of the long-term future of European football.”

“Football is an integral part of the Carlsberg brand”, said Nils Andersen. “We are committed to the world’s favourite game and hope that this investment re-iterates our continued support for football at all levels from the grassroots to the ultimate competition in Europe.”

Dr Gilberto Madail, President of the Portuguese FA welcomed the deal: "It gives me great pleasure to welcome Carlsberg as the first official partner of UEFA EURO 2004™ in Portugal. I'm sure Carlsberg are proud to be associated with what will be a colourful, exciting and successful championship in the summer of 2004."

Carlsberg Breweries has been a major supporter of both the EURO 96™ tournament in England and EURO 2000™ in Holland and Belgium in what many people across Europe considered to be the most exciting competition of football in several decades.

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“EURO 2000™ re-energised football at an international level and was a spectacle for both players and fans, “ commented Keld Strudahl, International Marketing Manager of Carlsberg Breweries. “I believe that the combination of world class stadiums, great players and the enthusiasm of our Portuguese hosts will make this into another tournament to remember. For Carlsberg Breweries this represents our desire to be one of the biggest supporters in the game and is a major indicator of our long-term commitment to football.”

Carlsberg beer will become the ‘Official Beer to UEFA EURO 2004™ and 2008. The core rights package will include perimeter signage across 31 matches, sole and exclusive display rights and broadcast sponsorship coupled with commercial airtime. Added to this, will be the opportunity to develop premium products, Internet rights through official sites and on-site branding and activity throughout the tournament. Carlsberg beer is brewed locally in Portugal by UNICER.

EURO 2000™ was considered the most successful activity for the Carlsberg brand on a global basis, resulting in an 11 per cent increase in sales over the period and a 5.4 per cent rise in annual trade. The Championship was broadcast in over 200 countries delivering exposure to a cumulative TV audience of more than 7 billion.

Carlsberg Breweries has been a supporter of prestigious football tournaments on a global basis. From the World Cup of 1990 in Italy, UEFA Champions League in 1993 and 1994 to their current sponsorships with UEFA of the UEFA Cup and UEFA Super Cup, Carlsberg has consistently been part of the game.

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