



Union des associations européennes de football



**Media Release**

Date: 23/11/2005

**Communiqué aux médias**

No. 136

**Medien-Mitteilung**

## ***Vodafone joins as official partner of the UEFA Champions League***

### **Vodafone sign three-year sponsorship deal for the period 2006-09**

UEFA today announced that an exclusive agreement has been reached with Vodafone, the world's leading mobile communications group, to join as an official partner of the UEFA Champions League for the seasons 2006/07, 2007/08 and 2008/09.

The three-year deal will run until the end of the 2008/09 season and will see Vodafone use the sponsorship in conjunction with UEFA Champions League wireless content for mobile phones.

Lars-Christer Olsson, UEFA CEO, said:

"I am thrilled that Vodafone is to become an official partner of the UEFA Champions League for 2006 to 2009. Vodafone is truly a global brand with a well recognised and prestigious brand identity and one that complements the UEFA Champions League in every sense.

"Vodafone and UEFA have been partners since 2003, in the area of UEFA Champions League wireless content, and we welcome this expansion of our relationship.

"With over 4 billion viewers per season in 227 nations around the world, we are confident that the UEFA Champions League, as a premier sporting event, will deliver Vodafone a truly global marketing platform."

Commenting on the new agreement Peter Bamford, Vodafone's Chief Marketing Officer said:

"This new and exclusive partnership with the UEFA Champions League, allows us to build on and consolidate our successful association with football. The UEFA Champions League offers Vodafone two new benefits: firstly it extends Vodafone's football relevance to supporters around the world and secondly it offers fans access to unique and compelling content through the Vodafone network, both of which will increase our brand awareness and drive revenue."

The addition of Vodafone now brings the number of confirmed UEFA Champions League partners for the forthcoming period 2006-09 to three, Heineken and Sony having already been announced. In a new approach, the revised sponsorship partner model allows for a total of six main partners, replacing the previous model of four main partners and three suppliers.

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

**For further information:  
UEFA Media Services: +41-22-99 44 559**

Route de Genève 46  
CH-1260 Nyon 2  
Tel. +41 22 994 45 59  
Fax +41 22 994 37 37  
media@uefa.ch  
**uefa.com**