



Union des associations européennes de football



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Extended Marketing Rights for UEFA Champions League and UEFA Cup 2009-12

Sponsorship sales and Official Matchball tender announced

UEFA has today launched the sponsorship rights sales process for the new marketing cycle of the UEFA Champions League, the UEFA Cup and the Super Cup, which will commence in the 2009/10 season.

The UEFA Champions League for the new cycle 2009-12 includes a number of significant modifications:

- the centralised marketing approach now includes the third qualifying round
- the extension of the first knockout round matches over four match weeks, instead of two
- UEFA Champions League Final to be played on a Saturday at 20:45 CET
- UEFA Super Cup will be included in the UEFA Champions League rights package
- the sponsorship approach for 2009-12 will continue with the successful and proven six-sponsor concept which is recognised as the industry benchmark

For the UEFA Cup, a series of important format and marketing improvements have also been made, starting from the 2009/10 season, namely;

- full centralisation of media rights from the group stage
- full sponsorship centralisation (similar to the UEFA Champions League) from the knockout stage and presenting sponsorship rights for the group stage
- the 2009-12 sponsorship approach will have one presenting sponsor and one ball supplier
- centralised official matchball for all 205 matches

UEFA's Marketing Director, Philippe Le Floc'h, commented: "With the development to the UEFA Champions League competition and marketing concept, we expect to enhance the experience for fans and further promote the UEFA Champions League on a global level.

"For the UEFA Cup, the increased marketing centralisation is an important step in building the brand equity of UEFA's largest club competition. Together with the new clarity of the format, the full media centralisation and the new sponsorship approach, we are ready to return the UEFA Cup to its rightful place within the European sports landscape."

The sales process will be conducted by TEAM Marketing AG, the exclusive marketing partner of UEFA for the UEFA Champions League and the UEFA Cup.

The Official Ball of the UEFA Champions League, the UEFA Super Cup and the UEFA Cup will be the first category that will be launched later today, December 3, via an Invitation to Submit an Offer tender process.

The media rights for the UEFA Champions League and the UEFA Cup will be sold by TEAM Marketing AG on a market by market basis with a staggered process. Launch dates will be published on uefa.com.

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