

Tiger Woods' sponsorship under threat

Companies holding endorsement deals with Tiger Woods, the first athlete to earn \$1 billion, are weighing their options. Last year Woods earned \$22.9 million from playing golf, but made \$105 million from sponsorship



■ **Nike Golf:** Woods wears Nike clothing from head to toe and, with exception of his putter, uses Nike clubs and balls. **Has Nike's full support with sponsorship worth \$30 million a year**

■ **Gatorade Tiger:** Five-year deal signed with PepsiCo in 2007. **Product now dropped but company says decision made "months ago" \$20 million a year**

■ **Gillette:** Woods dropped from Fusion marketing campaign **\$15 million a year**

■ **Tatweer – Tiger Woods Dubai:** **Has Tatweer's full support.** Woods-designed Al Ruwaya golf course hit by Emirate's cash crisis **\$10 million**

■ **Electronic Arts:** Video game company is supporting Woods **\$8 million a year**

■ **Accenture:** Global management consultancy has sponsored Woods since 2003. **Deal terminated Dec 2009 \$7 million a year**

■ **Buick:** Deal expires at end of 2009 following General Motors' cash crisis **\$7 million a year**

■ **AT&T:** Telecoms giant evaluating relationship with Woods **\$3-4 million a year**

■ **Other sponsors:** Tag Heuer removing store ads; GolfDigest, NetJets supporting Woods; Upper Deck, TLC Laser Eye Centres, Louis Vuitton, PGA Tour to be announced **\$4 million a year**