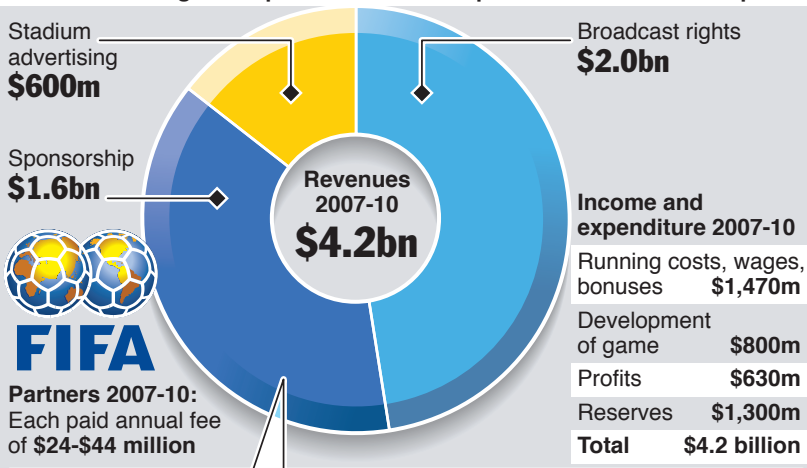


FIFA's money-making machine

Six corporate partners provide cash, goods and services for all FIFA events in return for global brand recognition and marketing opportunities.

A further eight companies are official sponsors of the World Cup



adidas

Coca-Cola

HYUNDAI

Emirates

SONY

VISA

World Cup 2010 sponsors

Budweiser, BP Castrol, Continental AG, McDonald's, MTN, Mahindra Satyam, Seara and Yingli Solar

Each paid annual fees of \$10-\$25m

South African national supporters

BP Africa, FNB, Neo Africa, Prasa and Telkom. Each paid \$4.5-7.5m for right to promote association with FIFA World Cup in host country