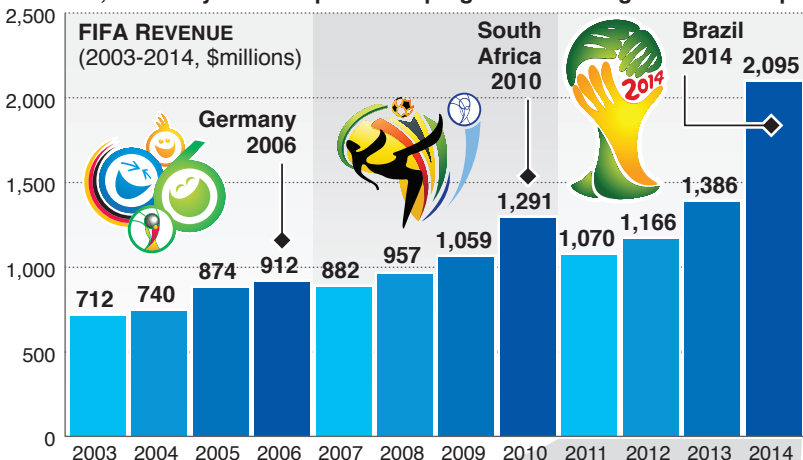
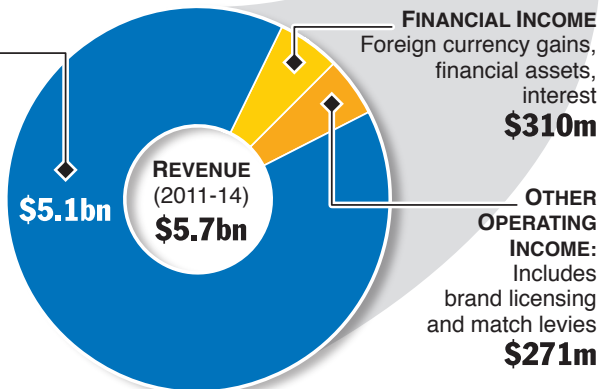


Sponsors step up pressure on FIFA

Visa is threatening to end sponsorship if FIFA does not act quickly to restore the reputation of the game after the arrest of senior officials on corruption charges. Football's world governing body generates billions in revenue, driven by TV and sponsorship rights for hosting the World Cup



EVENT-RELATED REVENUE



FIFA earns \$176m a year from its marketing partners Adidas, Coca-Cola, Hyundai, Emirates, Sony and Visa

