

FIFA's World Cup sponsors

Sponsors have the right to use FIFA trademarks in advertising and exposure in and around stadiums. More than \$1.68 billion of FIFA's revenue came from sponsorship of the 2014 World Cup

FIFA

FIFA PARTNERS

2011-14: Six partners* each paid annual average of \$29.33 million

\$704
million

*Hyundai and Kia are counted as one partner.

Sony and Emirates terminated partnerships in November 2014



SECOND-TIER SPONSORS

Nine sponsors† each paid annual average of \$19 million

\$684
million

†Castrol, Continental and Johnson & Johnson terminated sponsorships in December 2014



NATIONAL SUPPORTERS

Six Brazilian companies each paid annual average of \$10 million: Apex-Brasil, Centauro, Garoto, Itaú, Liberty Seguros, and Wise Up

\$240
million

TOTAL \$1,628 million

28% of FIFA's 2011-14 revenue of \$5,718m