

# IAAF's seven top tier partners

Sportswear giant Adidas is to terminate its 11-year sponsorship deal with the IAAF following the doping scandal that has engulfed athletics

■ **Nov 9, 2015: World Anti-Doping Agency (WADA)** publishes report detailing claims of **state sponsored doping** in Russia



■ **Nov 12: VTB Bank** – Russia's second-largest bank – announces it will not renew its \$6 million per year sponsorship contract

■ **Nov 13: IAAF** suspends Russia from international athletics

■ **Jan 4, 2016: Second WADA report** includes allegation of \$25 million sponsorship payment from VTB

made in 2012.  
New IAAF President **Sebastian Coe** says accounting for missing money is key priority



■ **Jan 7: IAAF** hands lifetime bans to officials involved in scandal, including **Papa Massata Diack** – son of former IAAF president – and Russian athletics chief **Valentin Balakhnichenov** (above)



■ **Jan 22: VTB Bank** announces lawsuits against 10 members of WADA for damaging its reputation



■ **Jan 25: German sportswear giant Adidas** – IAAF's biggest sponsor – ends \$8 million per year sponsorship deal. IAAF faces loss of some \$30m over next four years



■ **Canon:** Has sponsorship deal until end of 2016



■ **Seiko:** IAAF timing partner since 1985. Sponsorship deal until 2019

■ **Sinopec:** Chinese petroleum giant has been IAAF partner since 2011



■ **TDK:** Japanese electronics company has been partner since 1983, contracted until 2019



■ **Toyota:** Sponsorship until 2017

