

**HEINEKEN RENEWS UEFA CHAMPIONS LEAGUE SPONSORSHIP**

**Amsterdam, 31<sup>st</sup> October 2013:** – HEINEKEN today announced the extension of its sponsorship with the UEFA Champions League. The new agreement, means that Heineken® the leading international, premium beer brand will continue as an official partner of the world's most prestigious club football competition up to and including the 2017 / 2018 season.

Heineken® has been an integral partner of the UEFA Champions League since 2005. The sponsorship allows Heineken® to elevate its global status as the world's favourite beer. Last year the UEFA Champions League reached a cumulative audience of more than four billion TV viewers in 220 countries and territories, whilst also continuing to support the brand's growth.

The contract renewal sees Heineken obtaining the rights to exclusive UEFA Champions League content, such as Back Stadium Tour and UEFA Champions League Trophy Tour, presented by Heineken, which will be available across the brand's owned social media channels, as well as maintaining the rights as presenting partner for UEFA Champions League video section on [www.uefa.com](http://www.uefa.com).

The deal provides fertile ground for Heineken®'s innovative and award winning consumer focussed campaigns. It also includes improved broadcast reach in Germany, increase in exclusive LED pitch boarding exposure, and the right to promote the association in key retail channels.

The UEFA Champions League sponsorship is a crucial element of the brand's growth strategy in emerging markets. As part of its on-going 'Road to the Final' campaign, Heineken has also announced the dates and venues for the successful UEFA Champions League Trophy Tour presented by Heineken.

2014 represents the brand's eighth consecutive Tour with a global itinerary that covers South America, Africa and Asia – giving fans across the world the opportunity to see the Trophy first-hand, meet superstar footballers and to see a fantastic range of UEFA Champions League memorabilia.

**The 2014 UEFA Champions League Trophy Tour:**

Feb 27<sup>th</sup> – Mar 2<sup>nd</sup> 2014: Buenos Aires, Argentina

Mar 13<sup>th</sup> – 16<sup>th</sup> 2014: Lagos, Nigeria

Apr 3<sup>rd</sup> – 6<sup>th</sup> 2014: Ho Chi Minh City, Vietnam

**Alexis Nasard**, Global Chief Marketing Officer and President of Western Europe, at HEINEKEN, said: "The UEFA Champions League's unrivalled international reach and professional standards make it the perfect match for Heineken®. It is one of the brand's main engagement pillars, and as such we strive to constantly strengthen and broaden our activation through innovative marketing and our global footprint. We are privileged to offer our consumers the unique experience and thrill of the Champion's League."

**Hans Erik Tuijt**, Global Activation Director at HEINEKEN, commented : "The UEFA Champions League sponsorship is the largest activation platform for the Heineken brand. In our eight year partnership, research has shown that Heineken® awareness has grown to 60% among UEFA Champions League fans."

"We will continue to enrich fans' experience of the UEFA Champions League through innovative campaigns encompassing social media , live screening events during the UEFA Champions League Final, retail activations enabling thousands of fans to experience the matches first-hand and of course the UEFA Champions League Trophy Tour presented by Heineken."

Commenting on the renewal **Guy Laurent Epstein**, Marketing Director at UEFA Events SA said: "We are very pleased to extend until 2018 our relationship with our long-term partner, Heineken. We hugely value the global support of the UEFA Champions League promotion by such a prestigious international brand, and are very excited for what the next chapter in this partnership will bring".

**Quick Facts**

- Heineken® has been a proud partner of UEFA Champions League since 2005.
- Heineken® will be bringing its sponsorship to over 220 countries via marketing and PR efforts.
- The UEFA Champions League is enjoyed by over 4.2 billion people around the world.
- Heineken® 's global campaign TVC 'Road to the Final' reached 34,500,000 views online

- #ShareTheSofa engagement has increased during each UEFA Champions League matchweek, with matchweek 3 reaching 47,000,000 UEFA Champions League fans.
- Since 2007 the UCL Trophy Tour presented by Heineken has visited 26 countries in Africa, Asia, North and South America.
- Heineken® sponsorship is scheduled to run until the end of the 2017/18 season

**END**

#### **Notes to editors**

#### **About Heineken®**

The Heineken® brand, that bears the founder's family name – HEINEKEN– is available in almost every country across the globe and is the world's most valuable international premium beer brand.

To follow Heineken® on Twitter visit [www.twitter.com/heineken](http://www.twitter.com/heineken) and to become a fan on Facebook go to [www.facebook.com/heineken](http://www.facebook.com/heineken). To view videos, subscribe to our YouTube channel at [www.youtube.com/heineken](http://www.youtube.com/heineken).

#### **Heineken®– UEFA Champions League sponsorship**

The core focus of Heineken® activation of the sponsorship is to bring fans in Europe and abroad high quality UEFA Champions League experiences. The UEFA Champions League is the most prestigious club platform for international football stars and their clubs. With over 150 million TV viewers watching live coverage of the UEFA Champions League in 220 countries and territories every match week, this premier-sporting event has become global and fits perfectly with the Heineken® brand, which is enjoyed in almost every country in the world.

#### **Enjoy Heineken Responsibly**

Heineken® continues to integrate its responsible consumption program into all UEFA Champions League sponsorship activities. Every stadium hosting a UEFA Champions League match features "Enjoy Responsibly" on one of its three perimeter boards around the pitch, complementing the regular Heineken® boarding. In addition, an Enjoy Heineken® Responsibly 5-second match bumper broadcasts several times during UEFA Champions League matches with an estimated audience of 150 million viewers per match week.

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