

Heineken extends UEFA sponsorship

Heineken has announced the extension of its sponsorship with the UEFA Champions League up to and including the 2017/2018 season.



Heineken has been a partner of the UEFA Champions League since 2005. Last year the UEFA Champions League reached a cumulative audience of more than four billion TV viewers in 220 countries.

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.

Crucial for growth strategy

The deal 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. The 2014 tour dates and venues are 27 February to 2 March in Buenos Aires, Argentina; 13-16 March in Lagos, Nigeria; and 3-6 April in Ho Chi Minh City, Vietnam.

"The UEFA Champions League's unrivalled international reach and professional standards make it the perfect match for Heineken®," said Alexis Nasard, Heineken's Chief Commercial Officer and Regional President Western Europe. "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."

Large activation platform

Hans Erik Tuijt, Global Activation Director at Heineken, commented said the UEFA Champions League sponsorship is the largest activation platform for the Heineken brand. "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."

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