

FACT Sheet

The Official FIFA World Cup™ Partners & Sponsors since 1966

	2010*	2006	2002	1998	1994	1990	1986	1982
adidas	x	x	x	x				
Coca-Cola	x	x	x	x	x	x	x	x
Emirates	x	x						
Hyundai-Kia Motors (2002-2006: Hyundai)	x	x	x					
Sony	x							
VISA	x							
Alfa Romeo						x		
Anheuser-Busch (Budweiser)	(x)	x	x	x		x	x	
Avaya		x	x					
Bata							x	
Canon				x	x	x	x	x
Castrol	(x)							
Cinzano							x	
Continental	(x)	x						
Deutsche Telekom		x						
Energizer					x			
Fuji Xerox			x					
Fujifilm		x	x	x	x	x	x	x
Gillette		x	x	x	x	x	x	x
Iveco								x
JVC			x	x	x	x	x	x
Korea Telekom/NTT			x					
MasterCard		x	x	x	x			
McDonald's	(x)	x	x	x	x			
Metaxa								x
MTN	(x)							
Opel (1994: General Motors)				x	x		x	
Philips		x	x	x	x	x	x	
R.J. Reynolds (1986: Camel/1982: Winston)							x	x
Satyam	(x)							
Seiko							x	x
Snickers (1990: Mars/m&m's)				x	x	x		
Toshiba		x	x					
Vini d'Italia						x		
Yahoo!		x	x					
TOTAL	6 (+6)	15	15	12	11	10	12	9

*FIFA's commercial hierarchy comprises six FIFA Partners, six FIFA World Cup Sponsors and six National Supporters