

# Coca-Cola and Fifa reach agreement in time for Club World Cup

Coca-Cola, alongside German sportswear titan Adidas, had initiated legal proceedings against football's governing body over sponsorship rights for the expanded Club World Cup.

The bone of contention centred on renegotiating new contracts pursuant to the increase in participating teams to 32, as reported by [City AM](#).

However, the discord seems to have been mitigated, with Coca-Cola now confirmed as a sponsor for the event.

The beverage giant's partnership with Fifa dates back to 1950 and is cemented through a current seven-year arrangement worth \$400 million, extending up to 2030.

Joining Coca-Cola in supporting the Club World Cup are Anheuser-Busch InBev, electronics heavyweight Hisense, and Bank of America, with Dazn set to broadcast the tournament.

Commenting on the agreement, Fifa chief business officer Romy Gai remarked: "The Coca-Cola Company has been involved in stadium advertising at every Fifa World Cup since 1950 and has provided many memorable experiences in global football over the decades."

He added, "We are delighted to have such an important and long-standing partner on board as we usher in a new era in global club football with the Fifa Club World Cup."

Brad Ross, vice president of global sports and entertainment marketing and partnerships at The Coca-Cola Company, remarked on the importance of associations like the one with Fifa: "Sports partnerships like the one we have with Fifa are an

important growth driver for our company, brands, and global system, and the Fifa Club World Cup will be a significant moment.”

The tournament is set to commence in Miami on June 14, seeing Premier League giants Chelsea and Manchester City join the fray. Despite the excitement surrounding the inaugural edition of this expanded contest, concerns over player welfare persist.

This follows comments made by some players, including Manchester City’s Rodri, regarding the demands placed on participants.

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