



INTERNATIONAL  
FOOTBALL  
ARENA

Football's Global Players

## 26<sup>th</sup> October IFA – The Future of Sponsoring

**Zurich - Football sponsorship and media rights have reached a crossroads and are likely to change drastically in the next few years, the annual International Football Arena IFA in Zurich heard on Tuesday.**

The emergence of new technology and social media is going to force football clubs and FIFA to change their outlook. "South Africa was the end of a generation and we now move on to a new generation, which is about sponsors activating their relationship," said Patrick Nally, CEO West Nally and widely regarded as the man who pioneered modern-day sponsorship by bringing Coca Cola into the 1978 World Cup. "The whole balance of rights will change. The media is going to decline because of proliferation, although there could be an increase in content media. Sponsors will come back to being the focal point. FIFA have got to seriously consider what the landscape will look like in 2018 and 2022. It isn't about real estate or hotels, it is about social media, holograms, and the ability to take this event so sponsors can maximise it around the world. Whether 24 individuals can make that decision is another question," he said, referring to the FIFA executive committee which will decide the venues for the two World Cups.

"Rights are going to go through a whole new era of evolution," he added. "The FIFA foundation was built on sponsorship. Whether they understand the new media, the new revolution we are discussing, is a different matter."

Toby Shaw, head of football sponsorships at Sony Europe, said social networking and new technology were both a worry for rights' holders. "I don't think rights' holders have got their head around social networking because they don't control it," he said. "By the next World Cup, the mobile phone will be so compact and good, the fans will be able to make videos and it will be hard to draw the line between media and fans' videos."

Ben Wells, head of marketing at English Premier League club Chelsea, said the club was still experimenting with social media. "We have a Facebook page with 1.8 million members, a Twitter feed and a Youtube page. The big question is how do we engage with the public? We're still trying to understand the right way to do it. If you go into this medium in a commercial way, it will turn people off. This has moved on so much in the last 10 years. People are making television instead of watching it, every week there is something different. I don't think anyone will get it spot on, there will a lot of trial and error."



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