

## FACT SHEET

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# Visa FIFA Sponsorship Overview

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Visa is one of the most recognized financial services brands in the world. The Visa brand transcends language, cultures and geography under a common payment symbol that represents acceptance, flexibility, convenience and security to hundreds of millions of consumers across the world.

Over the years, Visa has partnered with world-class sports and entertainment properties including the FIFA World Cup™; the Olympic and Paralympic Games; the National Football League (NFL) and Disney, among others. Visa utilizes sponsorships as platforms to grow Visa transaction volume, increase global brand leadership, expand acceptance in new and emerging markets and enhance preference for products and services.

The FIFA partnership links Visa, the world's leading payment brand, and football, the world's most passionately followed sport, in a unique relationship that delivers tangible business value for our shareholders, financial institution clients, their cardholders and the merchant community. Visa and FIFA also have shared equities – market leadership, global ubiquity, acceptance and public awareness – that allow Visa to put the full strength of its marketing efforts behind the partnership.

Visa is one of six global FIFA Partners with exclusive global category rights through 2014. The partnership provides Visa with global rights in the Financial Services product category to all FIFA World Cup™ activities that may be activated by financial institution clients and merchant partners. These provide a powerful opportunity to drive business and corporate brand objectives. A wide range of marketing opportunities exist within the FIFA partnership to help clients obtain maximum exposure. Building promotions around this partnership can accomplish a wide range of corporate objectives including helping to drive product usage and brand preference through the amplification of brand messaging.

Visa has exclusive worldwide access to the FIFA World Cup™ and more than 40 other FIFA competitions. These celebrated global FIFA competitions create economic benefits for host nations and provide Visa with a unique opportunity to build business for its financial institution clients and merchant partners. Working together, Visa and FIFA create exclusive and unique programs at FIFA tournaments that drive value to Visa cardholders and clients.

Visa also is committed to enhancing the fan's football experience by developing cardholder programs internationally.

Visa's FIFA sponsorship includes the rights to the FIFA Women's World Cup Germany 2011™ and the 2014 FIFA World Cup Brazil™.

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**For further inquiries:**

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