

## Fact Sheet Background on Carlsberg and Football

It began in the 1970s, when Carlsberg was the first commercial sponsor of the Danish national team and national league, and was instrumental in establishing the country's professional game.

Internationally, Carlsberg has supported football consistently through major sponsorships since 1988.

### A Long Heritage in Football

We are probably the best football supporter in the world.

- We sponsored the World Cup of 1990 in Italy, Champions League in 1993 and 1994, and currently sponsor the UEFA Cup and Super Cup.
- In the UK Carlsberg is a sponsor of Team England and the FA, and at the club level we are part of the game with our long-running association with one of the world's greatest clubs Liverpool.
- In Ireland and Switzerland we sponsor the national teams, and in Denmark Carlsberg is a sponsor of FC Copenhagen and OB.
- In North America, Carlsberg recently entered into a sponsorship agreement with Toronto FC, a Canadian club participating in Major League Soccer, the professional football league with teams from the US and Canada.
- Add to this multiple local and ad hoc sponsorships around the world, where Carlsberg supports the sport for the benefit of fans.

### The Official Beer EURO 2008™

Carlsberg's rights as a Top Sponsor for UEFA EURO 2008™ include:

- Carlsberg being the "Official Beer to UEFA EURO 2008™"
- traditional forms of marketing such as perimeter advertising across 31 matches,
- event promotion,
- exclusive rights for the Carlsberg Man of the Match nomination and Goal of the day.



### Carlsberg Football sponsorships:

#### National Team Sponsors:

Denmark  
England  
Ireland  
Serbia-Montenegro  
Switzerland

#### Tournament Sponsors:

UEFA European Football Championship 1988, 1992, 1996, 2000, 2004, 2008  
UEFA Cup 1997-2009  
UEFA Super Cup 1998-2008  
The FA Cup (England)  
FIFA World Cup (Italia '90)  
European Cup Winners Cup 1992, 1993, 1994, 1998  
European Champions Clubs Cup Finals 1992, 1994  
The Champions League 1993, 1994  
Carlsberg Cup - Portugal

#### Club Sponsors:

Liverpool FC (UK)  
Tottenham Hotspur (UK)  
Hamburg SV (Germany)  
FC Porto (Portugal)  
Toronto FC (Canada)  
FC Copenhagen (Denmark)  
OB - Odense (Denmark)  
Vejle Boldklub (Denmark)  
Esbjerg FB (Denmark)  
FK Vojvodina (Serbia)  
and many more...

#### Non-League Competitions (UK):

The FA Carlsberg Trophy and many more...