

## PRESS RELEASE

The Confederation of North, Central America  
and Caribbean Association Football.



# CONCACAF Announces Deal Renewal with Traffic Sports for Sponsorship Rights

***Traffic's vast history managing international soccer events deepens partnership in agreement running through 2022***

**MIAMI (Monday, April 28, 2014)** - The Confederation of North, Central America and Caribbean Association Football (CONCACAF) announced today that Traffic Sports has purchased the sponsorship rights to all of the Confederation's properties, including the Gold Cup and the CONCACAF Champions League, to become its official Corporate Partnership Agency.

The multi-year renewal agreement includes rights to the next four editions of the biennial Gold Cup (2015, 2017, 2019, 2021), as well as seven additional seasons of the annual CONCACAF Champions League, from the 2015/16 edition through the 2021/22 tournament. The deal also incorporates rights to all other events organized by the Confederation, such as youth tournaments, Olympic qualifiers and Futsal.

"We are very pleased to extend our relationship with Traffic Sports," said CONCACAF President, Jeffrey Webb. "During the past year they have contributed tremendously to our mission of developing the game at all levels by aligning our properties with companies that want to become true partners of our sport. We look forward to years of successful partnership."

Under terms of the renewed deal, Traffic Sports will continue to package and market all CONCACAF properties globally, with assets that include field of play branding, use of tournament marks, unique experiences, and hospitality, among others. Financial terms of the deal will not be made public.

"We are grateful to CONCACAF for entrusting Traffic with the continued development and growth of its corporate partnership program," said Aaron Davidson, President of Traffic Sports USA. "Over the first 17 months of our current agreement, we have focused on laying a new foundation for the region's flagship tournaments, the Gold Cup and Champions League. And now after growing Gold Cup sponsorship over 50% in 2013 and validating the CONCACAF Champions League as the most important professional club tournament in the region, we are very well-positioned to exponentially grow the Confederation's corporate partnerships over the next two World Cup cycles."

Among the world's leading sports event and management companies, Traffic Sports has nearly 34 years of experience in the business. The Sao Paulo, Brazil-based company has organized and commercialized numerous international soccer events, including previous editions of the CONCACAF Gold Cup, the CONCACAF Champions League's predecessor - the Champions Cup, and CONCACAF Qualifying for the FIFA World Cup. It has accomplished the same with South America's Copa Libertadores, Copa Sudamericana, Copa America, CONMEBOL Qualifying for the FIFA World Cup, and the FIFA Club World Championship 2000.

In 2012, Traffic Sports was named the commercial rights partner for the successful 2013 Gold Cup. The firm is also currently handling commercial rights for the 2013/14 and 2014/15 seasons of the CONCACAF Champions League.