

## **MEDIA RELEASE**

### **PepsiCo renews UEFA Women's Football sponsorship to 2030**

*Agreement will see Kick Off Show come to the UEFA Women's Champions League final and UEFA Women's EURO 2029 final*

UEFA, UC3 and PepsiCo have renewed their partnership that will see PepsiCo's most iconic brands – Pepsi, Lay's and Gatorade – continue to be a prominent presence in stadiums and communities as a UEFA Women's Football sponsor until 2030. The agreement includes the UEFA Women's Champions League from the 2025/26 season, which will see the introduction of a more dynamic and thrilling league phase format, until 2029/30, as well as UEFA Women's EURO 2029. PepsiCo is the first partner to reaffirm its commitment for the 2025-2030 commercial cycle.

PepsiCo will launch the next cycle of its partnership with a bold line-up of initiatives designed to elevate the game and create unforgettable experiences for both fans and players.

As part of the agreement, Pepsi will extend its Kick-Off Show to both the UEFA Women's Champions League final from the 2025/26 season and the Women's EURO 2029 final. Beyond the finals, Pepsi will bring immersive entertainment to every UEFA Women's Champions League knockout round from the quarter final onwards, featuring Pepsi-branded in-stadium activations, live performances and fan-powered experiences designed to fuel excitement before kick-off.

Additionally, Lay's will strengthen its connection with fans by delivering exclusive digital content and immersive in-stadium experiences. Meanwhile, Gatorade, through its global "Fuel Tomorrow" initiative, is expanding access to the game by supporting grassroots programmes, providing equipment and safe playing spaces, and investing in coaching development. The brand will also continue to support UEFA's elite referee programme while maintaining a strong sideline presence at UEFA Women's Champions League and UEFA Women's EURO matches, ensuring athletes are fuelled for peak performance.

**Guy-Laurent Epstein, UC3 Co-Managing Director, said:** "As women's football continues to reach new heights, we're delighted to extend our fruitful partnership with PepsiCo and its iconic brands, Lay's and Gatorade. PepsiCo's longstanding commitment to growing the game aligns seamlessly with UEFA's new [Women's Football Strategy](#) — driving

#### **About UC3**

UC3 unites European football's governing body UEFA and the European Club Association (ECA), representing more than 700 top European clubs, around a new vision for managing commercial rights to UEFA club competitions (the "UCCs"). It is the commercial entity responsible for generating revenues from the UCCs and creating value for our partners. UC3 oversees the management, sales and delivery of all commercial rights (including media, sponsorship and licensing rights) for UEFA's elite men's and women's club competitions.

investment, visibility and growth at all levels of the football pyramid. Together, we will continue to elevate the women's game, inspiring the next generation of players and fans alike."

**Adam Warner, Vice President Global Sports & Entertainment**

**Partnerships at PepsiCo, said:** "For over 50 years, football culture has been in our DNA, championing players and fans alike through partnerships, campaigns, and communities that celebrate the spirit of the game. Football is a global passion, and PepsiCo is uniquely positioned to continue creating unexpected moments that inspire fans and drive commercial success. Extending our partnership with UEFA Women's Football harnesses the power, resources, and scale of three iconic brands to further elevate the sport. This renewal, alongside the prestige of the UEFA Women's Champions League, will expand the reach and impact of the game, driving its continued growth on the world stage."

The agreement will also see PepsiCo sponsor the UEFA European Women's Under-19 and Under-17 Championships, and the UEFA Women's Futsal EURO, as well as [UEFA's Together #WePlayStrong programme](#), which is aimed at encouraging more girls and women to play football.

PepsiCo has been a supporter of the UEFA Champions League since 2015 and of UEFA Women's Football since 2019.

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