

Sponsoring

“Official Partners” Pack

Cross Media

Sport

Offer 2026



Tournament Proceedings



Global informations

- 11th June – 19th July 2026
- Guest countries : USA, Mexico & Canada
- Guest cities : 16

Competition format

- 48 teams, **a record number of nations**
- 12 groups of 4 teams
- Round of 32, Round of 16, Quarter-finals, Semi-finals, and Finals
- 104 matches in total, spread over **39 days of competition**

Prime-time advantage

- Nearly two games every day in prime
- Perfect for maximum visibility and audience concentration



Sponsorship

The priorities

1 – The FIFA Partners and FIFA World Cup sponsors have the first right to negotiate with the Media Right Licensee for a period depending of the date of launch of the offers.

The sponsoring offers are sent simultaneously to the headquarters contacts for each of the FIFA Partners and the FIFA World Cup Sponsors.

2 – Once the exclusive negotiation period has expired, the remaining inventory will be offered to third parties, including RBFA Sponsors.

FIFA Partners

Adidas
Aramco
The Coca Cola Company
Hyundai
Kia
Lenovo
Qatar Airways
VISA

FIFA Men's World Cup

Sponsors
ABInbev
Bank of America
Hisense
McDonalds
Mengniu
Unilever
Lays
Verizon

FIFA Tournament Supporters

Valvoline
The Home depot
Rock-It Logistics
Diageo
Airbnb

Offer 2026

"FIFA Partners & FIFA World Cup Partners"



"Fifa & Fifa World Cup Partners"



Offer 2026

Broadcast

World Cup 2026

Medias

TV - Digital

NATIONAL PACKAGE

rtbf

Television FR



Billboards + Trailers
On Screen Advertising

Total of 400 GRP PRA 18-54
104 Replay – matches
Total of 104 On Screen Ads

Digital FR



Ad-In stream

Total of 200.000 Impressions

VRT

Television NL



Billboards 5" +
Trailers

Total of 350 GRP PRA 18-54

Digital NL



Billboard 5"
Attached to pre-roll 15" promo

Total of 125.000 Impressions

**National Proposal Netto netto
15% REBATE**

314.390 €

**8 PACKAGES AVAILABLES
Gross Media Value FR 193.900 €
Gross Media Value NL 175.970 €**

Marketing Evaluations

"Fifa & Fifa World Cup Partners" – ON SCREEN ADS – Offer 2026

Television

PRP 18-54	MAIN OFFER
GRP%	400
COVERAGE%	56,7%
COVERAGE#	909.578
OTS	7,1
CONTACTS	6.416.776

MEN 18-54	MAIN OFFER
GRP%	404
COVERAGE%	54,5%
COVERAGE#	605.080
OTS	7,3
CONTACTS	4.440.952

Repartition GRP between (La Une : 27% and Tipik : 73%), estimation average rating for match 5,2% : universe PRP 18-54 : 1.604.194 and universe Men 18-54 : 1.110.238. GRP for Men 18-54 calculated with affinity on Men 18-54 (PRA 18-54) on Euro 2024 (matches only).

**Want to know more?
Get in touch**

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