

# | Event Overview



# 2014 FIFA World Cup™ Groups



Brazil (BRA)  
Croatia (CRO)  
Mexico (MEX)  
Cameroon (CMR)



Switzerland (SUI)  
Ecuador (ECU)  
France (FRA)  
Honduras (HON)



Spain (ESP)  
Netherlands (NED)  
Chile (CHI)  
Australia (AUS)



Argentina (ARG)  
Bosnia-Herzegovina (BIH)  
Iran (IRN)  
Nigeria (NGA)



Colombia (COL)  
Greece (GRE)  
Côte d'Ivoire (CIV)  
Japan (JPN)



Germany (GER)  
Portugal (POR)  
Ghana (GHA)  
USA (USA)



Uruguay (URU)  
Costa Rica (CRC)  
England (ENG)  
Italy (ITA)



Belgium (BEL)  
Algeria (ALG)  
Russia (RUS)  
Korea Republic (KOR)

# 2014 FIFA World Cup™ Match Schedule



	Thursday, 12 June	Friday, 13 June	Saturday, 14 June	Sunday, 15 June	Monday, 16 June	Tuesday, 17 June	Wednesday, 18 June	Thursday, 19 June	Friday, 20 June	Saturday, 21 June	Sunday, 22 June	Monday, 23 June	Tuesday, 24 June	Wednesday, 25 June	Thursday, 26 June	Friday, 27 June
<b>Belo Horizonte</b> Estadio Mineirao			5   13:00 COL v GRE			18   13:00 BEL v ALG				27   13:00 ARG v IRN			40   13:00 CRC v ENG			
<b>Brasilia</b> Estadio Nacional				9   13:00 SUI v ECU				21   13:00 COL v CIV				33   17:00 CMR v BRA			46   13:00 POR v GHA	
<b>Cuiaba*</b> Arena Pantanal		4   18:00 CHI v AUS				16   18:00 RUS v KOR				28   18:00 NGA v BIH			37   16:00 JPN v COL			
<b>Curitiba</b> Arena da Baixada					12   16:00 IRN v NGA			26   19:00 HON v ECU				35   13:00 AUS v ESP			48   17:00 ALG v RUS	
<b>Fortaleza</b> Estadio Castelao			7   16:00 URU v CRC			17   16:00 BRA v MEX				29   16:00 GER v GHA			38   17:00 GRE v CIV			
<b>Manaus*</b> Arena Amazonia			8   18:00 ENG v ITA				19   18:00 CMR v CRO				30   18:00 USA v POR			41   16:00 HON v SUI		
<b>Natal</b> Estadio das Dunas		2   13:00 MEX v CMR			14   19:00 GHA v USA			22   19:00 JPN v GRE					39   13:00 ITA v URU			
<b>Porto Alegre</b> Estadio Beira-Rio				10   16:00 FRA v HON			20   13:00 AUS v NED				32   16:00 KOR v ALG			43   13:00 NGA v ARG		
<b>Recife</b> Arena Pernambuco			6   22:00 CIV v JPN						24   13:00 ITA v CRC			34   17:00 CRO v MEX			45   13:00 USA v GER	
<b>Rio de Janeiro</b> Estadio do Maracana				11   19:00 ARG v BIH			19   16:00 ESP v CHI				31   13:00 BEL v RUS			42   17:00 ECU v FRA		
<b>Salvador</b> Arena Fonte Nova		3   16:00 ESP v NED			13   13:00 GER v POR				25   16:00 SUI v FRA					44   13:00 BIH v IRN		
<b>Sao Paulo</b> Arena de Sao Paulo	1   17:00 BRA v CRO							23   16:00 URU v ENG				36   13:00 NED v CHI			47   17:00 KOR v BEL	

REST DAY

# Group Stage Match Schedule



Match no.	Team 1	Team 2	Date	Time	City
1	BRA	CRO	12/06/14	5:00 PM	Sao Paulo
2	MEX	CMR	13/06/14	1:00 PM	Natal
3	ESP	NED	13/06/14	4:00 PM	Salvador
4	CHI	AUS	13/06/14	6:00 PM	Cuiaba
5	COL	GRE	14/06/14	1:00 PM	Belo Horizonte
6	CIV	JPN	14/06/14	7:00 PM	Recife
7	URU	CRC	14/06/14	4:00 PM	Fortaleza
8	ENG	ITA	14/06/14	9:00 PM	Manaus
9	SUI	ECU	15/06/14	1:00 PM	Brasilia
10	FRA	HON	15/06/14	4:00 PM	Porto Alegre
11	ARG	BIH	15/06/14	7:00 PM	Rio de Janeiro
12	IRA	NIG	16/06/14	4:00 PM	Curitiba
13	GER	POR	16/06/14	1:00 PM	Salvador
14	GHA	USA	16/06/14	7:00 PM	Natal
15	BEL	ALG	17/06/14	1:00 PM	Belo Horizonte
16	RUS	KOR	17/06/14	6:00 PM	Cuiaba
17	BRA	MEX	17/06/14	4:00 PM	Fortaleza
18	CMR	CRO	18/06/14	3:00 PM	Manaus
19	ESP	CHI	18/06/14	7:00 PM	Rio de Janeiro
20	AUS	NED	18/06/14	1:00 PM	Porto Alegre
21	COL	CIV	19/06/14	1:00 PM	Brasilia
22	JPN	GRE	19/06/14	7:00 PM	Natal
23	URU	ENG	19/06/14	4:00 PM	Sao Paulo
24	ITA	CRC	20/06/14	1:00 PM	Recife
25	SUI	FRA	20/06/14	4:00 PM	Salvador

Match no.	Team 1	Team 2	Date	Time	City
26	HON	ECU	20/06/14	7:00 PM	Curitiba
27	ARG	IRN	21/06/14	1:00 PM	Belo Horizonte
28	NGA	BIH	21/06/14	6:00 PM	Cuiaba
29	GER	GHA	21/06/14	4:00 PM	Fortaleza
30	USA	POR	22/06/14	3:00 PM	Manaus
31	BEL	RUS	22/06/14	7:00 PM	Rio de Janeiro
32	KOR	ALG	22/06/14	1:00 PM	Porto Alegre
33	CMR	BRA	23/06/14	5:00 PM	Brasilia
34	CRO	MEX	23/06/14	5:00 PM	Recife
35	AUS	ESP	23/06/14	1:00 PM	Curitiba
36	NED	CHI	23/06/14	1:00 PM	Sao Paulo
37	JPN	COL	24/06/14	4:00 PM	Cuiaba
38	GRE	CIV	24/06/14	5:00 PM	Fortaleza
39	ITA	URU	24/06/14	1:00 PM	Natal
40	CRC	ENG	24/06/14	1:00 PM	Belo Horizonte
41	HON	SUI	25/06/14	4:00 PM	Manaus
42	ECU	FRA	25/06/14	5:00 PM	Rio de Janeiro
43	NGA	ARG	25/06/14	1:00 PM	Porto Alegre
44	BIH	IRN	25/06/14	1:00 PM	Salvador
45	USA	GER	26/06/14	1:00 PM	Recife
46	POR	GHA	26/06/14	1:00 PM	Brasilia
47	KOR	BEL	26/06/14	5:00 PM	Sao Paulo
48	ALG	RUS	26/06/14	5:00 PM	Curitiba

ROUTE MATCHES



FIFA WORLD CUP  
Brasil

# 2014 FIFA World Cup™ Match Schedule



	Round of 16				Quarter-Finals				Semi-Finals				3 <sup>rd</sup> Place and Final						
	Saturday, 28 June	Sunday, 29 June	Monday, 30 June	Tuesday, 1 July	Wednesday, 2 July	Thursday, 3 July	Friday, 4 July	Saturday, 5 July	Sunday, 6 July	Monday, 7 July	Tuesday, 8 July	Wednesday, 9 July	Thursday, 10 July	Friday, 11 July	Saturday, 12 July	Sunday, 13 July			
<b>Belo Horizonte</b> Estadio Mineirao	49   13:00 1A v. 2B				REST DAYS				REST DAYS		61   17:00 WS7 v. WS8								
<b>Brasilia</b> Estadio Nacional			53   13:00 1E v. 2F					60   13:00 WS5 v. WS6									63   17:00 L61 v. L62		
<b>Cuiaba*</b> Arena Pantanal																			
<b>Curitiba</b> Arena da Baixada																			
<b>Fortaleza</b> Estadio Castelao		51   13:00 1B v. 2A			REST DAYS		57   17:00 W49 v. WS0		REST DAYS					REST DAYS					
<b>Manaus*</b> Arena Amazonia																			
<b>Natal</b> Estadio das Dunas																			
<b>Porto Alegre</b> Estadio Beira-Rio			54   17:00 1G v. 2H																
<b>Recife</b> Arena Pernambuco		52   17:00 1D v. 2C																	
<b>Rio de Janeiro</b> Estadio do Maracana	50   17:00 1C v. 2D						58   13:00 WS3 v. WS4									64   16:00 W61 v. W62			
<b>Salvador</b> Arena Fonte Nova				56   17:00 1H v. 2G				59   17:00 WS1 v. WS2											
<b>Sao Paulo</b> Arena de Sao Paulo				55   13:00 1F v. 2E								62   17:00 WS9 v. W60							

# Knock – Out Rounds Match Schedule

Match no.	Team 1	Team 2	Date	Time	City
49	1A	2B	28/06/14	1:00 PM	Belo Horizonte
50	1C	2D	28/06/14	5:00 PM	Rio de Janeiro
51	1B	2A	29/06/14	1:00 PM	Fortaleza
52	1D	2C	29/06/14	5:00 PM	Recife
53	1E	2F	30/06/14	1:00 PM	Brasilia
54	1G	2H	30/06/14	5:00 PM	Porto Alegre
55	1F	2E	01/07/14	1:00 PM	Sao Paulo
56	1H	2G	01/07/14	5:00 PM	Salvador
57	W49	W50	04/07/14	5:00 PM	Fortaleza
58	W53	W54	04/07/14	1:00 PM	Rio de Janeiro
59	W51	W52	05/07/14	5:00 PM	Salvador
60	W55	W56	05/07/14	1:00 PM	Brasilia
61	W57	W58	08/07/14	5:00 PM	Belo Horizonte
62	W59	W60	09/07/14	5:00 PM	Sao Paulo
63	L61	L62	12/07/14	5:00 PM	Brasilia
64	W61	W62	13/07/14	4:00 PM	Rio de Janeiro

ROUTE MATCHES

# 2014 FIFA World Cup™ Sponsors



FIFA World Cup™ Sponsor Category Definitions		
Sponsor	Sponsorship Category	Inclusions
<b>Partners</b>		
Adidas	Sporting Goods and apparel	apparel supplier: footwear, footballs, apparel, clothing accessories, bags, etc.
Coca - Cola	Non-Alcoholic Beverage	water, soft drink
Hyundai - Kia	Automotive Partner	ground transportation provider
Emirates	Airline	
SONY	Digital Life, Mobile phones	electronics, games, movies and music
VISA	Financial Services and Payment	credit, debit and prepaid payment cards
<b>FIFA World Cup™ Sponsors</b>		
Budweiser (AB InBev)	Cereal Malt Beverage	under 20% alcohol: lagers, pilsners, ales, stouts, low alcohol beer and non-alcoholic beers
Johnson & Johnson	Healthcare Provider	medical devices, pharmaceuticals, perscription drugs
Castrol	Lubricants and Motor Oil	lubricants, transmission fluids, anti-freeze, refined oil and gas products
Continental	Tires and Run-Flat Systems	passenger and light tires
McDonald's	Retail Food Service	restaurant and prepared food
Moy Park (Marfrig Group)	Frozen food and meat	uncooked meat and frozen food (includes Seara, Moy Park, Paty and Pemmican)
Oi	Telecommunications Software Provider	local and long-distance voice transmission, mobile telephones, data communications, internet
YINGLI Solar	Renewable Energy	solar panels
<b>National Supporters</b>		
Apex Brasil	Business Development	Brazilian Trade and Investment
Centauro	Sporting Goods Retailer	
Garoto	Confectionary Food Items	chocolate and confectionary food items (ice cream)
Itau	Bank	Brazilian bank, On-site ATM
Liberty Seguros	Insurance Provider	
Wise Up	Official School of English	adult language school

# 2014 FIFA World Cup™ Overview



## Anheuser-Busch InBev Rights Summary

### Category Exclusivity

- ✓ As the Official Beer of the 2013 FIFA Confederations Cup in Brazil, AB InBev has exclusive category rights for alcoholic beverages with an alcohol content no greater than 20%.

### Designation & Marks

- ✓ Right to use official marks of the 2013 FIFA Confederations Cup(event emblem, mascot, trophy) and create a composite logo.
- ✓ AB InBev chooses to leverage the Trophy for its consistency, continuity, positioning and recognition.

### Branding & Exposure

- ✓ Right to leverage FIFA-AB InBev composite logos for promotional branding.
- ✓ Right to use of FIFA-AB InBev composite logos for commercial "look and feel."

### Marketing Assets

- ✓ Exercise sole & exclusive rights in creating sponsorship assets:
  - "Budweiser Man of the Match" over 64 matches

### On-screen Advertising

- ✓ AB InBev has first right of first refusal for commercial airtime for the 2013 FIFA Confederations Cup.
- ✓ Licensed broadcaster must first offer commercial airtime packages to AB InBev prior to offering the opportunity to competitor brands in the beer category.

### Additional Opportunities

- ✓ AB InBev will negotiate pouring deals with the local concessionaire.



# Event & Onsite Management

