

Chinese company joins 2010 sponsors

PRETORIA: A Chinese renewable energy company, Yingli Green Energy, has joined the list of prestigious 2010 FIFA World Cup sponsors. In a statement released jointly with world football's governing body, FIFA, the company said it was the first Chinese company to seal a global sponsorship deal with FIFA.

By [Nthambeleni Gabara](#) 8 Feb 2010



The announcement was made mid-last week at the Yingli 2010 FIFA World Cup sponsorship-signing ceremony hosted in Beijing, with video messages from FIFA headquarters in Zurich.

FIFA President Joseph Blatter said FIFA had selected Yingli Green Energy to become one of its international sponsors because of Yingli's track record of success in the field of renewable energy and the company's clear commitment to the environment.

"The announcement of Yingli Green Energy as the first Chinese company to be a global sponsor of the FIFA World Cup marks a historical moment.

"Furthermore, I am extremely pleased that Yingli has chosen to support 20 Centres for 2010, the Official Campaign of the 2010 FIFA World Cup, by providing solar panels and committing to our efforts to create better environment, as embodied by our 'Green Goal' concept," he said.

Secretary general of FIFA, Jerome Valcke said he was very excited to welcome such a world-leading renewable energy company and the first Chinese company to the FIFA family. "We are looking forward to sharing ideas on how to go about making the world greener and cleaner through the love of football."

Chairman and chief executive officer of Yingli Green Energy, Liansheng Miao said as one of the world's leading solar companies, they were excited to be joining other world-class brands as an international sponsor of the FIFA World Cup.

"This sponsorship links Yingli Green Energy to the world's most popular and passionately followed sport. We feel privileged to have this opportunity, and look forward to offering our expertise to help FIFA leverage this much-loved sport to promote a better, greener environment.

Yingli Green Energy's sponsorship agreement for the 2010 FIFA World Cup gives the company global marketing rights, including certain ticket, perimeter-board advertising and media rights as well as the right to showcase its solar products at the fan zones in the FIFA World Cup stadiums.

Additionally, the agreement gives Yingli the right to place its company logo next to the FIFA World Cup Official Emblem and advertise or promote its products and services at each step of the distribution process.

Yingli will have access to extensive on-site opportunities at FIFA World Cup stadiums for marketing and

promotion purposes.

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