

Heineken extends UEFA Champions League sponsorship

Heineken has extended its current sponsorship agreement with UEFA Champions League until 2021.

“As Europe's best football teams fight it out for on-pitch glory, Heineken will be rewarding its South African fans with prizes,” explains Themba Ratsibe, marketing manager, Heineken South Africa. The main prize is a VVIP, all-expenses paid trip to the match final at Cardiff Stadium on Saturday, 3 June. There are also local VIP viewing experiences for the quarter, semi-finals and finals.

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