

# Qatar Airways becomes CONMEBOL Official Global Airline Partner

Doha – Qatar Airways announced yet another football sponsorship deal on Wednesday by unveiling a four-and-a-half year agreement with CONMEBOL to become the South American football confederation’s “official global airline partner”.

The sponsorship agreement will run until the end of the 2022 World Cup in Qatar.

“Qatar Airways is delighted to become the official global airline partner of CONMEBOL,” said Qatar Airways CEO Akbar al-Baker.

“This is another big sponsorship that we are doing in football.”

Baker said that the “milestone” deal would help bolster the brand of the airline and the country.

Jose Manuel Astigarraga, CONMEBOL’s secretary general, called it a “super, fantastic agreement”.

“(It will) build a brighter situation for all of football,” he said.

“For us, it’s a really big honour to have Qatar as a sponsor.”

Citing a confidentiality agreement, Astigarraga refused to disclose how much the deal was worth but said it was “very interesting”.

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