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**From:** [REDACTED]  
**Sent:** Wednesday, July 9, 2025 10:08 AM  
**To:** [REDACTED]  
**Subject:** Invitation to FIFA Club World Cup Final (7/13)

Hi [REDACTED] –

Hope you're doing well!

I recently began working with [PIF](#) – the investment vehicle driving economic transformation in Saudi Arabia and across the world – who would like to extend an invitation to you to attend the **FIFA Club World Cup Final on Sunday, July 13**. Kickoff is slated for 3:00 p.m. ET at MetLife Stadium.

This is not a broad event, but a ticket to enjoy the match with **Alex Samuelson**, Head of PIF International Affairs, and to learn more about PIF and its investment mandate across industries, including in North America. Alex mentioned you know each other and would love the opportunity to catch up in his new role.

For context, PIF is [an official partner](#) for the FIFA Club World Cup 2025™. This reflects PIF's growing portfolio across football partnerships and sport sponsorships broadly. The sovereign wealth fund also [formed an official partnership with Concacaf](#) to further elevate football in North America, Central America and the Caribbean last year.

Let me know if you would be able to make it.

Thanks!

[REDACTED]

[REDACTED]  
Managing Director

[REDACTED]



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**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Re: PIF + FIFA Announce Partnership  
**Attachments:** [image001.png](#)

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Great. Thanks, [REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, June 6, 2025 4:59:17 AM  
**To:** [REDACTED]  
**Subject:** Re: PIF + FIFA Announce Partnership

Thanks [REDACTED]

We will cover this AM

[REDACTED]

On Thu, 5 Jun 2025 at 18:16, [REDACTED] > wrote:

Hi [REDACTED] :

Reaching out to share today's announcement that [PIF](#) (Saudi Arabia's Public Investment Fund) has entered into a long-term partnership with [FIFA](#), football's global governing body. Full press release embedded below.

The partnership kicks off with PIF serving as a main sponsor of the inaugural 2025 FIFA Club World Cup™, which will bring together 32 of the world's top clubs for a month-long tournament across 11 U.S. cities from June 14 to July 13.

Longer-term, the collaboration will center on youth participation and grassroots development, with more tangible initiatives and programs to be announced soon.

This partnership expands PIF's global footprint in sports through creative/impactful ways that address critical needs. Recent, tangible examples of PIF's contributions include:

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Many thanks,

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The partnership reflects FIFA and PIF's shared vision to enable greater participation in sports by unlocking new opportunities, fostering innovation and engaging fans around the world. With a focus on youth, the partnership will provide opportunities for young people, supporting FIFA in its efforts to engage and inspire at a grassroots level.

The new FIFA Club World Cup 2025™ marks a fresh chapter for club football on the global stage. It will feature 32 of the world's top football clubs, bringing together champions from all six FIFA confederations for a month-long tournament in 11 cities across the U.S.

Romy Gai, Chief Business Officer at FIFA, said: "We are delighted to welcome PIF as a partner of the FIFA Club World Cup 2025™. Together, we look forward to delivering a historic tournament that inspires and unites fans from around the world.

"The partners of the first-ever 32-team FIFA Club World Cup believe in our vision to make football truly global. Their support of the tournament will not only be integral to its success but will underpin investment in supporting the development of club football everywhere."

Mohammed AlSayyad, Head of Corporate Brand at PIF, said: "PIF is creating a legacy of transformative impact in sports including through its partnerships, delivering positive and lasting results at every level, from players and fans to host communities.

"PIF is at the forefront of growing football around the world following our Concacaf partnership announced last year and our continued investment in football. We are unlocking opportunities to drive the growth of the sport around the world."

Football plays a crucial role in the ongoing transformation of Saudi Arabia and as host of the FIFA World Cup 2034™, reinforces the country's ambition to grow the game globally, create new opportunities for all and extend its benefits in Saudi Arabia and every part of the world for generations to come.

The FIFA Club World Cup 2025™ will be played in 12 stadiums across 11 U.S. host cities. The 63-match tournament will culminate with what promises to be a spectacular final at MetLife Stadium New York New Jersey, on Sunday, July 13, when the FIFA club world champion will be crowned.

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[REDACTED]

Managing Director

[REDACTED]

28 East 28<sup>th</sup> Street, New York, NY 10016



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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

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**To:** [REDACTED]  
**Subject:** PIF + FIFA Announce Partnership  
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[REDACTED]  
Managing Director

[REDACTED]



**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** PIF + FIFA Announce Partnership  
**Attachments:** [image001.png](#)

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Hi :

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The partnership kicks off with PIF serving as a main sponsor of the inaugural 2025 FIFA Club World Cup™, which will bring together 32 of the world's top clubs for a month-long tournament across 11 U.S. cities from June 14 to July 13.

Longer-term, the collaboration will center on youth participation and grassroots development, with more tangible initiatives and programs to be announced soon.

This partnership expands PIF's global footprint in sports through creative/impactful ways that address critical needs. Recent, tangible examples of PIF's contributions include:

- [Creating the PIF WTA Maternity Fund Program](#) – fully funding the first-ever paid maternity program for professional women's tennis players.
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Let me know if you have any questions.

Many thanks,

[REDACTED]

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