
From: [REDACTED]
Sent: Monday, July 14, 2025 6:06 PM
To: [REDACTED]
Subject: RE: PIF + FIFA Announce Partnership

Hi [REDACTED] –

Wanted to run another quick one past you from PIF.

We are working with PIF around the upcoming Formula E London race (26-27 July), which they are a partner to. In the run up to the race, they are supporting a [REDACTED]

[REDACTED] [REDACTED] [REDACTED]
[REDACTED]

Know this may be a bit outside of your regular programming, but it is an interesting connection

[REDACTED]

[REDACTED] There will be the opportunity for interviews with the drivers and executives, and a chance to build up a bit of coverage ahead of the actual event later this month.

PIF is granting access to a limited number of media only. Whoever attends will have the opportunity to also attend the Formula E London race, as a follow up. If of interest, we can help setup.

Let me know what you think. Have also enclosed below some footage from [REDACTED]

[REDACTED]

Thanks,

[REDACTED]

+++

[REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]

[REDACTED]

[REDACTED]
Managing Director

[REDACTED]



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From: [REDACTED]
Sent: Friday, June 6, 2025 4:59 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:

- [Creating the PIF WTA Maternity Fund Program](#) – fully funding the first-ever paid maternity program for professional women’s tennis players.
- [Launching the PIF Global Series](#) on the Ladies European Tour – increasing the prize purses for female competitors to \$2 million (up to \$5 million in the case of the PIF Saudi Ladies International).
- [Forming a partnership with Concacaf](#) – focusing on providing children with improved access to the sport in all 41 Concacaf federations.

Please note for attribution purposes that is a PIF-led sponsorship initiative, i.e., it is not a broader effort by the Kingdom of Saudi Arabia, which oversees a variety of other direct investment vehicles.

Let me know if you have any questions.

Many thanks,



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[PIF and FIFA forge partnership for FIFA Club World Cup 2025™](#)

- *PIF joins inaugural FIFA Club World Cup™ ahead of kick-off on June 14 in Miami*
- *The partnership expands PIF’s global footprint in sports and reflects a shared commitment with FIFA to fuel growth and engagement in football*
- *FIFA Club World Cup 2025™ will make history, redefining club football and bringing 32 of the world’s best clubs together for the first time*

ZURICH & RIYADH, Saudi Arabia) -- PIF and FIFA today announced PIF as an official partner of FIFA Club World Cup 2025™, which will take place in the U.S. from June 14 to July 13, 2025.

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.

All tournament fixtures will be live-streamed for free on [DAZN.com](https://www.dazn.com), bringing the excitement of the first edition of the competition to every football fan around the world. Tickets and ticket-inclusive hospitality packages are on sale via [FIFA.com/tickets](https://www.fifa.com/tickets).

ABOUT PIF


PIF is the investment engine driving economic transformation for Saudi Arabia and the world. With an ambitious program to deliver Vision 2030, PIF invests in projects, companies and partners to diversify the Saudi economy, stimulate growth in every major sector, and create new opportunities for investment and employment.

And as a global investor and catalyst of change, PIF actively partners with the most pioneering organizations across the world to accelerate their growth, and transfer the technology and knowledge needed to build industry ecosystems of the future.

Since 2017, PIF has established 103 companies and is driving the transition to a more sustainable economy through strategic investments and partnerships across the Saudi public and private sector. PIF is laying the foundations for local and international partners to invest in the economic and societal transformation of Saudi Arabia.

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Managing Director

[REDACTED]



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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: Friday, July 11, 2025 6:44 PM
To: [REDACTED]
Subject: [EXT] Meeting w/ PIF at FIFA Club World Cup Final?

External Email: Use caution with links and attachments.

Hi [REDACTED]

I hope all's well.

I'm reaching out as I'm currently working with Saudi Arabia's Public Investment Fund (PIF), which is sponsoring the FIFA Club World Cup. I remember you being a big football fan—Arsenal, if I'm not mistaken—so thought this could be of interest.

PIF's Head of International Affairs, [Alex Samuelson](#), will be attending the Club World Cup final this Sunday, and we'd be delighted to invite you to join him and a colleague from our team at the match. It will be a relaxed, informal gathering in the general seating area, entirely on background—simply a chance to enjoy the game and hear firsthand about PIF's global investments and ambitions.

Would you be interested in coming along? I think it would be an enjoyable day and insightful conversation.

Let me know and I'll be glad to share further details.

Cheers,

[REDACTED]

[REDACTED]
Senior Vice President

[REDACTED]

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