
From: [REDACTED]
Sent: Wednesday, April 22, 2026 10:18 AM
To: [REDACTED]
Subject: RE: Embargo: Media invite – Concacaf & PIF to preview new women’s football initiative + interviews

Hi [REDACTED] – hope you are well. I’m sharing the below details of this announcement, as the embargo is now lifted. Please let us know if you have any questions or need anything else to cover this announcement?

MEDIA ADVISORY

Concacaf and PIF Launch Concacaf Next Game Plan Presented by PIF to Empower Women Football Players in the Region and in Saudi Arabia for Life After Football

WHAT: A Concacaf initiative powered by PIF designed to support and equip women football players in the Concacaf region for a successful transition beyond their playing careers. The initiative will also ensure access to the platform for Saudi female football players to further strengthen football development in the country.

WHEN: 22 April, 2026

WHERE: Miami, Florida, United States and Riyadh, Saudi Arabia

WHO: Concacaf and PIF

BACKGROUND CONTEXT: As part of their multi-year partnership, Concacaf and PIF today announced the launch of Concacaf Next Game Plan Presented by PIF, a new digital-led platform designed to help equip women football players with the tools, education, and opportunities needed to succeed beyond their playing careers. Under Concacaf’s broader “Bigger Game” platform, Concacaf Next Game Plan Presented by PIF was created to ensure access to structured transition resources post-retirement for athletes to pursue a long-term professional career. Through a dedicated, easy to access e-learning platform, the program aims to deliver:

- High quality on-demand masterclass modules designed and delivered by former international players and leading professionals across sport and business
- Education in career pathways, leadership, financial literacy, professional readiness, and personal branding
- Mentoring and networking opportunities to help players build and foster professional connections

The platform will be fully available in June to more than 200 players across Concacaf’s 41-member federations and Saudi women footballers nominated by the Saudi Arabian Football Federation. Players will gain unique access to program pillars focused on education, career planning and financial literacy.

The program launch is in line with PIF's ongoing commitment to the sports sector that lies within the tourism, leisure and entertainment ecosystem in PIF's recently announced 2026-2030 strategy.

B-ROLL / ASSETS: B-roll footage and images from the 2026 World Congress of Sports event which references the initiative can be found at the below link, along with the initiative launch video.

- [**B-ROLL AND IMAGERY FROM WORLD CONGRESS OF SPORTS, AND LAUNCH VIDEO**](#)

Spokespeople included:

- Heidi Pellerano, Chief Commercial Officer at Concacaf
- Alanoud Althonayan, Head of Sponsorships at PIF

PIF and Concacaf’s partnership announcement in August 2024 can be found [here](#).

Best



[REDACTED]
Vice President

[REDACTED]



This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC.

From: [REDACTED]
Sent: Saturday, April 11, 2026 12:35 PM
To: [REDACTED]
Subject: Re: Embargo: Media invite – Concacaf & PIF to preview new women’s football initiative + interviews

Hey [REDACTED], good to chat the other day. Unfortunately, I don't think he will be able to travel based on other scheduling. Please keep me posted on the news.

Thanks,

[REDACTED]

Get [Outlook for Android](#)

From: [REDACTED]
Sent: Friday, April 10, 2026 10:25:30 AM
To: [REDACTED]
Subject: RE: Embargo: Media invite – Concacaf & PIF to preview new women’s football initiative + interviews

This Message is From an External Sender
Caution: Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi [REDACTED] – hope you are well. Thanks again for taking the time to chat on Wednesday.

Did your editor and colleague in San Diego have any updates re: Tuesday’s media event? If you need to let us know on Monday, that’s fine – we’ll have room and would love for ESPN to be there.

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC.

From: [REDACTED]

Sent: Wednesday, April 8, 2026 3:31 PM

To: [REDACTED] >

Subject: RE: Embargo: Media invite – Concacaf & PIF to preview new women’s football initiative + interviews

Thanks, [REDACTED] I hear you. Have a moment to chat? I can be reach at: [REDACTED].

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC.

From: [REDACTED]

Sent: Wednesday, April 8, 2026 3:16 PM

To: [REDACTED]

Subject: Re: Embargo: Media invite – Concacaf & PIF to preview new women’s football initiative + interviews

Hi [REDACTED],

My closest colleague in digital is based in [REDACTED] and has other assignments in the days that follow. Can you tell me what the announcement is about? I am not sure if he could make it. I know for sure that he would need details to pitch any kind of travel assignment.

If that isn't possible at this stage, I will look for the announcement next week and my news desk can gauge interest in remote coverage.

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]

Sent: Wednesday, April 8, 2026 1:22 PM

To: [REDACTED]

Subject: RE: Embargo: Media invite – Concacaf & PIF to preview new women's football initiative + interviews

This Message is From an External Sender

Caution: Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi [REDACTED]

Thanks so much for the response. Apologies for chasing!

Sorry you can't make it on Monday. I know that is a trek and short notice. Do you have a colleague that might be interested in joining us?

Best,

[REDACTED]

[REDACTED]
Vice President

[REDACTED]



This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC.

From: [REDACTED] >
Sent: Wednesday, April 8, 2026 11:33 AM
To: [REDACTED] >
Subject: Re: Embargo: Media invite – Concacaf & PIF to preview new women’s football initiative + interviews

Hi [REDACTED], thanks for reaching out. I was away for the long holiday weekend when your first email came.

I won't be able to get to LA from Connecticut, unfortunately. Are you able to share more about what this initiative entails? I can take a look and speak with our news desk to gauge interest.

Thanks,

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]

From: [REDACTED] >
Sent: Monday, April 6, 2026 12:53 PM
To: [REDACTED] >
Subject: RE: Embargo: Media invite – Concacaf & PIF to preview new women’s football initiative + interviews

This Message is From an External Sender

Caution: Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi [REDACTED] – hope you are well. Just wanted to follow-up on the below invite to see if you can join us next Monday? Hope you can make it. Please let me know.

Best,

[REDACTED]

[REDACTED]

Vice President

[REDACTED]



This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC.

From: [REDACTED]

Sent: Thursday, April 2, 2026 8:48 AM

To: [REDACTED]

Subject: Embargo: Media invite – Concacaf & PIF to preview new women’s football initiative + interviews

Hello [REDACTED] -

On behalf of PIF and Concacaf, we are pleased to invite you as a select media guest to a private convening of players and leaders from across women’s football at **BMO Stadium, Los Angeles on the morning of April 14th.**

The session will include an exclusive preview of a new initiative being launched by PIF and Concacaf to support women footballers, reflecting a broader focus on strengthening player pathways and long-term access to the game.

It will feature remarks from senior representatives, followed by a panel discussion with key voices from across the sport and an opportunity to experience the digital platform underpinning this initiative.

The event will be held under Chatham House Rules, however there will be dedicated

From: [REDACTED]
Sent: Wednesday, April 22, 2026 3:18 PM
Subject: Media Advisory: Concacaf and PIF Launch Concacaf Next Game Plan Presented by PIF

MEDIA ADVISORY

Concacaf and PIF Launch Concacaf Next Game Plan Presented by PIF to Empower Women Football Players in the Region and in Saudi Arabia for Life After Football

WHAT: A Concacaf initiative powered by PIF designed to support and equip women football players in the Concacaf region for a successful transition beyond their playing careers. The initiative will also ensure access to the platform for Saudi female football players to further strengthen football development in the country.

WHEN: 22 April, 2026

WHERE: Miami, Florida, United States and Riyadh, Saudi Arabia

WHO: Concacaf and PIF

BACKGROUND CONTEXT: As part of their multi-year partnership, Concacaf and PIF today announced the launch of Concacaf Next Game Plan Presented by PIF, a new digital-led platform designed to help equip women football players with the tools, education, and opportunities needed to succeed beyond their playing careers.

Under Concacaf's broader "Bigger Game" platform, Concacaf Next Game Plan Presented by PIF was created to ensure access to structured transition resources post-retirement for athletes to pursue a long-term professional career. Through a dedicated, easy to access e-learning platform, the program aims to deliver:

- High quality on-demand masterclass modules designed and delivered by former international players and leading professionals across sport and business
- Education in career pathways, leadership, financial literacy, professional readiness, and personal branding
- Mentoring and networking opportunities to help players build and foster professional connections

The platform will be fully available in June to more than 200 players across Concacaf's 41-member federations and Saudi women footballers nominated by the Saudi Arabian Football Federation. Players will gain unique access to program pillars focused on education, career planning and financial literacy.

The program launch is in line with PIF's ongoing commitment to the sports sector that lies within the tourism, leisure, and entertainment ecosystem in PIF's recently announced 2026-2030 strategy.

B-ROLL / ASSETS: B-roll footage and images from the 2026 World Congress of Sports event which references the initiative can be found at the below link, along with the initiative launch video.

- [B-ROLL AND IMAGERY FROM WORLD CONGRESS OF SPORTS, AND LAUNCH VIDEO](#)

Spokespeople included:

- Heidi Pellerano, Chief Commercial Officer at Concacaf
- Alanoud Althonayan, Head of Sponsorships at PIF

PIF and Concacaf's partnership announcement in August 2024 can be found [here](#).

Kind regards,

PIF Media Team

This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC.

+++

[REDACTED]

Associate Vice President

[REDACTED]



prosek

From: [REDACTED]
Sent: Wednesday, April 22, 2026 10:39 AM
To: [REDACTED]
Subject: Media Advisory: Concacaf and PIF Launch Concacaf Next Game Plan Presented by PIF

MEDIA ADVISORY

Concacaf and PIF Launch Concacaf Next Game Plan Presented by PIF to Empower Women Football Players in the Region and in Saudi Arabia for Life After Football

WHAT: A Concacaf initiative powered by PIF designed to support and equip women football players in the Concacaf region for a successful transition beyond their playing careers. The initiative will also ensure access to the platform for Saudi female football players to further strengthen football development in the country.

WHEN: 22 April, 2026

WHERE: Miami, Florida, United States and Riyadh, Saudi Arabia

WHO: Concacaf and PIF

BACKGROUND CONTEXT: As part of their multi-year partnership, Concacaf and PIF today announced the launch of Concacaf Next Game Plan Presented by PIF, a new digital-led platform designed to help equip women football players with the tools, education, and opportunities needed to succeed beyond their playing careers.

Under Concacaf's broader "Bigger Game" platform, Concacaf Next Game Plan Presented by PIF was created to ensure access to structured transition resources post-retirement for athletes to pursue a long-term professional career. Through a dedicated, easy to access e-learning platform, the program aims to deliver:

- High quality on-demand masterclass modules designed and delivered by former international players and leading professionals across sport and business
- Education in career pathways, leadership, financial literacy, professional readiness, and personal branding
- Mentoring and networking opportunities to help players build and foster professional connections

The platform will be fully available in June to more than 200 players across Concacaf's 41-member federations and Saudi women footballers nominated by the Saudi Arabian Football Federation. Players will gain unique access to program pillars focused on education, career planning and financial literacy.

The program launch is in line with PIF's ongoing commitment to the sports sector that lies within the tourism, leisure, and entertainment ecosystem in PIF's recently announced 2026-2030 strategy.

B-ROLL / ASSETS: B-roll footage and images from the 2026 World Congress of Sports event which references the initiative can be found at the below link, along with the initiative launch video.

- [**B-ROLL AND IMAGERY FROM WORLD CONGRESS OF SPORTS, AND**](#)

LAUNCH VIDEO

Spokespeople included:

- Heidi Pellerano, Chief Commercial Officer at Concacaf
- Alanoud Althonayan, Head of Sponsorships at PIF

PIF and Concacaf's partnership announcement in August 2024 can be found [here](#).

Kind regards,

PIF Media Team

This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC.

+++

[REDACTED]

Account Executive

[REDACTED]



prosek

