

LaLiga and Banco Santander strengthen their strategic agreement for the 2020/2021 season

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LaLiga and Banco Santander have strengthened their partnership agreement to include the 2020/2021 season. This will be the fifth season of the strategic tie-up between the brands.

This project consolidates the names LaLiga Santander, LaLiga 1|2|3, LaLiga Genuine Santander, LaLiga Promises Santander and LaLiga Proplayer, a recently announced programme to help Spanish football players obtain scholarships in American universities run in tandem with Banco Santander, a reference in supporting universities.

Rami Aboukhair, chief executive officer of Santander Spain, said: “We are very proud to lend our name to the best league in the world and, via sport, to contribute to the progress of our society and to the consolidation of Spain as a brand. We continue to support sport generally - and football in particular - because it represents values such as seeking to achieve success through effort, teamwork, constant innovation and commitment, which we share and which form part of the DNA of our bank”.

Javier Tebas, chairman of LaLiga, said: “When we joined forces with the world's best and most innovative bank we knew that our association would greatly assist our international expansion process. Over the last three seasons we have seen that LaLiga and Banco Santander are a natural fit as we have taken on board our sporting and sponsorship experiences to build two of the world's best brands”.

Banco Santander has been sponsoring football competitions in Latin America (and will support the 2019 edition of CONMEBOL Libertadores) for 12 years and has been a sponsor of the UEFA Champions League since 2018. Santander sponsors LaLiga since the 2016 season and has also confirmed that it will exercise its option for the 2019/2020 season. With these sponsorships, Banco Santander has consolidated its status as the most recognised brand in sports sponsorship for the second consecutive year.