



Giovanni Vincenzo Infantino
President, FIFA

Fédération Internationale de Football Association (FIFA)
FIFA-Strasse 20
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Subject: Time to Lead: End FIFA's Partnership With the Coca-Cola Company

Dear President Infantino and Members of the FIFA Council,

As the world looks to the 2026 World Cup, FIFA faces a clear choice: stand with public health and the future of football or continue promoting harm.

More than 500,000 people have already called on FIFA to end its partnership with The Coca-Cola Company. That call is growing louder.

During the 2026 tournament, up to 6 billion fans—many of them children—will see marketing that links football's biggest stars with sweetened beverages linked to obesity, Type 2 diabetes and other diet-related diseases.

This is sportswashing: using the power of football to normalize unhealthy products. Football deserves better. Fans deserve better.

Forty years ago, FIFA stopped accepting dangerous tobacco advertising. Sweetened beverages deserve the same treatment. With Coca-Cola's sponsorship agreement up for review in 2030, now is the time to act. We urge FIFA to:

1. Publicly commit to ending its sponsorship agreement with The Coca-Cola Company.
2. Establish a partnership policy that recognizes healthy sport and abides by FIFA's corporate sponsor [standards of integrity, inclusivity and responsibility](#)—excluding ultra-processed food and beverage sponsors from 2030 onward.
3. Champion partners that reflect the health and future of the game.

As the steward of the world's most beloved sport, FIFA has the power to lead this shift and demonstrate that the game's values are not for sale.