

KICK BIG SODA OUT OF SPORT

Giovanni Vincenzo Infantino
President, FIFA
Fédération Internationale de Football Association (FIFA)
FIFA-Strasse 20
Zurich 8044, Switzerland

Subject: More Than 850,000 Have Joined the Call: End FIFA's Coca-Cola Partnership by 2030

Dear President Infantino and Members of the FIFA Council,

During the 2026 World Cup, [people across countries, cultures and languages came together around one clear message](#): sweetened beverages do not belong on football's biggest stage.



850,000+ people. 105 organizations. 195 countries. A growing global movement.

Across the tournament, Kick Big Soda Out reached more than 100 million people, carrying their call to football fans around the world.

FIFA *now* has a choice: take a stand or keep profiting from an unpopular sponsorship deal that harms health and the planet.

By FIFA's own estimate, 5.2 billion people engaged with the tournament by the end of the round of 16 alone. That extraordinary reach delivered enormous influence, including over children and young people. Alongside every goal, every celebration, every replay, we all saw

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football's biggest stars inadvertently endorsing sweetened beverages, which are tied to obesity, Type 2 diabetes and other diet-related disease.

Call it what it is: sportswashing. A global corporation borrowing the credibility of sport to obscure the harm associated with its product.

In 1986, FIFA announced that it would no longer accept advertising from tobacco-industry sponsors. Coca-Cola's sponsorship is up for renewal in 2030—the window to act is now.

We are calling on FIFA to:

1. Publicly commit to ending its sponsorship agreement with The Coca-Cola Company.
2. Adopt a health-based commercial partnership policy, consistent with FIFA's corporate sponsor [standards of integrity, inclusivity and responsibility](#), that excludes sweetened beverage sponsors from 2030 onward.
3. Champion partners that reflect the health and future of the players, fans and community.

Football's credibility should inspire people—not be used to sell products that harm them.

Forty years ago, FIFA drew a line with tobacco. It's time to draw that same line with Big Soda.

Best,

Kick Big Soda Out movement