TIM and Lega Serie A renew sponsorship agreement until 2021

For the next three seasons, TIM confirmed as title sponsor of the Italian Serie A football championship and of all the Lega Serie A “Primavera” competitions

Rome, 26 July 2018

In the sign of its historic partnership of Italian football, TIM announces the renewal of the sponsorship of the Lega Serie A football championship until 2021. Over the next three seasons TIM is the Title Sponsor of the Italian top football championship and of all the “Primavera” competitions organised by Lega Serie A.

“With this agreement, TIM consolidates its commitment to football, the most loved sport in Italy, thus confirming the longest lasting sponsorship initiative of a sports league,” said Pietro Scott Jovane, Chief Commercial Officer at TIM. “Football is entertainment and social aggregation, as well as healthy competition: values that TIM treasures while daily involved in the process of digital transformation of the Country”.

“We are happy to continue the twenty-year partnership with TIM for the next three seasons,” declared Gaetano Miccichè, Lega Serie A Chairman. “With TIM we have always experimented innovative forms of sponsorship, and the one that opens up will be an exciting three-year period in which we will start together new projects to enhance our brands”.

Serie A TIM 2018-2019 kicks off today with the presentation of the calendar.

TIM Press Office
+39 06 3688 2610
www.telemcitalia.com/mediag
Twitter: @TIMnewsroom

Lega Serie A
Press Office
+39 02 69910248
stampa@legaseriea.it