

**To the national associations
affiliated to FIFA**

Zurich, January 2003
Jne/tma/sma

adidas Goal ball project

Dear Sir or Madam,

At the 53rd Ordinary FIFA Congress in Seoul, Korea on 28-29 May 2002, world football's governing body was delighted to announce that adidas, the Official Sponsor, Supplier and Licensee of the 2002 FIFA World Cup™, had offered to donate 100,000 footballs to the FIFA *Goal* Programme and its beneficiaries. Over a four-year period, these balls will be distributed worldwide as part of FIFA's most important development programme. So far, adidas *Goal* balls have been distributed to the national associations of Afghanistan, Mongolia, East Timor, Mauritania, Zimbabwe, Cuba, Turks & Caicos, Paraguay, Moldova, Romania and the Solomon Islands in connection with *Goal* projects and other *Goal*-related events.

adidas will donate two types of extremely durable balls, both available in sizes 4 and 5: the Fevernova™ Tri Lance, suitable for football on any surface, and the rubber Fevernova™ Terrain, specifically developed for football played on hard surfaces such as sand or stone.

The primary objective of the FIFA *Goal* Programme, which was initiated in 1999, is to realise tailor-made development projects, including building headquarters and technical centres, installing football pitches etc. By the end of 2002, some 117 national associations from all six continents will have benefited from the *Goal* Programme, with the *Goal* Bureau responsible for selecting the national associations.

The 100,000 adidas *Goal* balls are now an additional component, placing emphasis on youth, strengthening the foundations of our sport and bringing life to the basic infrastructure projects realised as part of the *Goal* Programme.

The beneficiaries will be selected in accordance with the following criteria:

- Inauguration of a *Goal*/Project;
- Existence and/or organisation of youth programmes and tournaments;
- Relevance of the youth programme for the country and/or FIFA;
- Number of players registered in the country;
- Humanitarian needs;
- Regional coverage;
- Size of the country.

In each year of the period 2003 – 2006, approximately 50 national associations will benefit from this adidas *Goal* project. The number of *Goal* balls allocated to a beneficiary will vary according to its needs between 100 and 500 balls), the size of the country and its population and will consist of 90% Fevernova™ Terrain and 10% Fevernova™ Tri Lance balls.

The balls will be handed over in the presence of a FIFA representative involved in the organisation of the respective project. Full media coverage must be assured.

Regulations and request forms stipulating the terms and conditions applicable to the approval and realisation of the distribution of the 100,000 adidas *Goal* balls (in accordance with the principles of the *Goal* Programme) are currently in preparation and will be sent to you in the early months of 2003.

We hope that this information is of use to you. Should you have any questions relating to the *Goal* Programme, the FIFA *Goal*/Management Team will be delighted to assist you.

Yours faithfully,

Joseph. S. Blatter

cc: Executive Committee
Confederations
Goal Bureau