



# FC BARCELONA

Barcelona, 15th March 2022

## FC BARCELONA AND SPOTIFY SEAL A STRATEGIC LONG-TERM PARTNERSHIP IN SPORTS AND ENTERTAINMENT

The platform's company name will appear on the front of both Men's and Women's team shirt and training kits, starting 1st July 2022

For the first time in the Club's history, the global audio streaming platform becomes Title Partner of the Stadium, which will be rebranded as Spotify Camp Nou



FC Barcelona and Spotify, the world's most popular audio streaming subscription service, have reached an agreement for the Swedish company to become the Main Partner of the Club and the Official Audio Streaming Partner. The brand will appear on the front of both Men's and Women's team shirts beginning in the 2022/23 season and for the next four seasons. Spotify will also sponsor the training shirts beginning in the 2022/23 season for the next three seasons. Spotify and FC Barcelona will be working together to create opportunities for the iconic shirt to become a space that can celebrate artists from across the world. As part of the collaboration, for the very first time in the

### MÉS QUE UN CLUB

**Barcelona**  
Aristides Maillol s/n  
08028 Barcelona, Spain  
902 1899 00  
+34 934 963 600

**Ciutat Esportiva – La Masia**  
Passeig del Canal 32  
08970 Sant Joan Despí  
+34 934 963 606

**New York**  
250 Park Avenue 20 F  
10177 New York  
+1 212 299 4621

**Hong Kong**  
8 Queen's Road Central 25 F  
Hong Kong  
+852 3468 8581



Rakuten

beko



# FC BARCELONA

Club's history, the Stadium will be rebranded as Spotify Camp Nou. The vision for the partnership is to create a new platform to help artists interact with FC Barcelona's global community of fans.

The agreement approved and signed by the Board of Directors of FC Barcelona, is subject to the ratification of the Extraordinary Delegate Members Assembly that will take place the following 3rd of April, through an electronic voting procedure. The Club will soon facilitate all of the logistical details, coinciding with the public announcement of the meeting.

Within the framework of this new alliance, Spotify will become the Main Partner of the Club from the 2022/23 season. The long-term agreement for the stadium's title rights, begins in July 2022 and will continue over the ambitious redevelopment of the Camp Nou site, as part of the Espai Barça project which will transform the Club's facilities and environment into a world-class, new integrated Barça entertainment experience open to the city.

## A first-of-its-kind partnership and a unique space for artists

The partnership reached by Barça and Spotify is a first-of-its-kind for the club in bringing the worlds of Music and Football together, giving a global stage to players and artists at the Spotify Camp Nou Stadium, and building new opportunities to connect artists and players with fans around the world. The collaboration also unifies the Main Partner across both Men's and Women's kits as part of both organizations' commitment to cultivating and supporting diverse talent now and for future generations.

Furthermore, FC Barcelona and Spotify will be working to use the Club's in-stadium promotional surfaces to present and amplify the work of artists to the Blaugrana's global TV audience. With the development of Espai Barça, Spotify is joining the club in the next chapter of its history.

The collaboration with Spotify is also part of the Club's goal to proactively seek partners who share the values and philosophy that define its brand and, at the same time, allow it to retain its status as a global benchmark, inside and outside of the playing fields, in an increasingly competitive environment.

## Statement of Joan Laporta, President of FC Barcelona

"We are very proud to announce a pioneering alliance like this with a world-renowned organization like Spotify. This partnership will allow us to continue to bring the Club closer to its fans and make them feel, even more, part of the Barça family through unique experiences, combining two activities such as entertainment and football, making it possible for us to connect with new audiences around the world.

### MÉS QUE UN CLUB

**Barcelona**  
Aristides Maillol s/n  
08028 Barcelona, Spain  
902 1899 00  
+34 934 963 600

**Ciutat Esportiva – La Masia**  
Passeig del Canal 32  
08970 Sant Joan Despí  
+34 934 963 606

**New York**  
250 Park Avenue 20 F  
10177 New York  
+1 212 299 4621

**Hong Kong**  
8 Queen's Road Central 25 F  
Hong Kong  
+852 3468 8581



Rakuten

beko



# FC BARCELONA

It is also a union with which we continue to take steps forward in this new era that we have started, and which demonstrates, once again, the innovative character and the constant search of excellence that distinguish Barça and have made it a unique club in the world.”

## Statement of Alex Norström, Chief Freemium Business Officer, Spotify

“We could not be more thrilled to be partnering with FC Barcelona to bring the worlds of Music and Football together. From July, our collaboration will offer a global stage to Artists, Players and Fans at the newly-branded Spotify Camp Nou. We have always used our marketing investment to amplify Artists and this partnership will take this approach to a new scale. We’re excited to create new opportunities to connect with FC Barcelona’s worldwide fanbase.

Spotify’s mission is to unlock the potential of human creativity, supporting artists to make a living off their art and connecting with fans. We believe this partnership creates many opportunities to deliver on this mission in unique, imaginative, and impactful ways.”

### NOTE FOR THE MEDIA:

You can download high resolution photos via this link: <https://newsroom.spotify.com/media-kit/fc-barcelona/>

### Contact Details

For Spotify: [press@spotify.com](mailto:press@spotify.com)

## About Spotify

Spotify transformed music listening forever when it launched in 2008. Discover, manage and share over 82 million tracks, including more than 3.6 million podcast titles, for free, or upgrade to Spotify Premium to access exclusive features for music including improved sound quality and an on-demand, offline, and ad-free music listening experience. Today, Spotify is the world’s most popular audio streaming subscription service with 406m users, including 180m subscribers, across 184 markets.

## MÉS QUE UN CLUB

**Barcelona**  
Aristides Maillol s/n  
08028 Barcelona, Spain  
902 1899 00  
+34 934 963 600

**Ciutat Esportiva – La Masia**  
Passeig del Canal 32  
08970 Sant Joan Despí  
+34 934 963 606

**New York**  
250 Park Avenue 20 F  
10177 New York  
+1 212 299 4621

**Hong Kong**  
8 Queen’s Road Central 25 F  
Hong Kong  
+852 3468 8581



Rakuten

beko