

Tequila Cazadores agrees UFC sponsorship

Tequila brand Tequila Cazadores has agreed a new sponsorship deal with leading mixed martial arts (MMA) promoter Ultimate Fighting Championship (UFC). Under the new deal, which runs until March 2010, Tequila Cazadores will be official spirit sponsor of UFC.

As part of its sponsorship Tequila Cazadores will be featured throughout the world on television broadcasts of UFC events, and in UFC digital and print media content and venue signage. Tequila Cazadores will also host adult consumer tastings, events and promotions to support the sponsorship.

Tequila Cazadores vice president and brand managing director Ariel Meyer said, "[The] UFC organization has helped create mixed martial arts into a responsible, safe sport, with strict rules and regulations for athlete protection and fair play.

Today, UFC is an increasingly popular event that reaches legal drinking-age consumers in an engaging environment for adult audiences. For these reasons we are excited about this partnership along with the opportunity to showcase Tequila Cazadores."

SportBusiness, London, 26 fev. 2009, Sports marketing 360, online. Disponível em <www.sportbusiness.com>. Acesso em: 27 fev. 2009.

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