



## SCOTIABANK TRINIDAD AND TOBAGO LIMITED

### MEDIA RELEASE

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### Scotiabank and Concacaf Renew Long-Standing Sponsorship

The Confederation of North, Central America and Caribbean Association Football (Concacaf) and Scotiabank announced on March 14, the renewal of their wide-ranging sponsorship agreement, serving as the Title Sponsor for the 2023 edition of the Scotiabank Concacaf Champions League which kicked off on March 7<sup>th</sup>. The agreement also secures Scotiabank as a Tier 1 partner of the new and expanded Concacaf Champions League, the Concacaf W Championship, the Concacaf Beach Soccer Championship, the Concacaf Futsal Championship, and all of Concacaf's Youth Championships, including the U-15, U-17, and U-20 girls', boys', women's and men's competitions.

Scotiabank is one of Concacaf's longest standing partners, and both organizations are rooted in shared values to grow and reinvest across the region. This longstanding sponsorship has seen Scotiabank invest in Concacaf's top men's club competitions, the growth of women's football, and development-focused youth tournaments and initiatives, including the first Under-13 boys' club competition of its kind as well as the Scotiabank Concacaf NextPlay Cup grassroots program for children in the Caribbean.

*"We at Concacaf are extremely proud to know that this important relationship will continue to grow and prosper for several more years to come. Scotiabank has not only demonstrated their commitment to Concacaf, our fans and the region but they have proven to have a deep understanding of the power of football to unite people and foster opportunities for inclusion and growth",* said **Concacaf General Secretary, Philippe Moggio**.

*"At Scotiabank, we believe that everyone should be welcomed on the field. That's why we use football as a force for good to foster more diversity and inclusivity in the sport in the communities in which we live and work. Since 2014, Concacaf has been a key partner in promoting our shared values and delivering unique experiences through football, on and off the field,"* said **Laura Curtis Ferrera, SVP and Chief Marketing Officer, Scotiabank**. *"We are proud to continue working together to grow the sport across the Americas and level the playing field by promoting a more inclusive football ecosystem by supporting the development of both female and male athletes."*

As part of this extended sponsorship, Scotiabank will continue to support Concacaf's club competitions ecosystem as the Title Sponsor of the 2023 Scotiabank Concacaf Champions League (SCCL). This 15<sup>th</sup> edition of SCCL is taking place in Spring 2023 (March – June) and features the top 16 clubs from the Concacaf region, with matches held across North America, Central America, and the Caribbean, and the Champion earning a spot to represent the region at the FIFA Club World Cup.

Furthermore, starting in Fall 2023 (August), a new and expanded Concacaf club ecosystem format will kick off, where regional cup competitions will be played in the Fall of each year and will qualify clubs for a new and expanded Concacaf Champions League taking place each Spring (February-June). The new Concacaf Champions League will include 27 clubs and more than 50 matches as the region's top teams compete to be crowned club champion.

As part of this extended sponsorship, Scotiabank now becomes one of the founding Tier 1 partners of this new and expanded ecosystem, including an expanded Concacaf Champions League - the crown jewel of the region's club competitions.

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A cornerstone of Concacaf and Scotiabank's successful relationship has been a steadfast commitment to supporting the Women's game within the region. Scotiabank will look to build upon the foundation laid by the work done in conjunction with Concacaf at the 2022 W Championship. Scotiabank will continue to sponsor the Concacaf W Championship through 2026, promoting inclusion and gender equality, thus creating more opportunities for women to be successful now and in the future.

Concacaf and Scotiabank will continue to deliver on core elements such as unique experiences for clients, engaging fan-facing activations, strong in-stadium brand presence and a combined passion for showcasing the football stars of today who will inspire the next generation. This sponsorship also expands on a shared commitment to support children and youth through community initiatives focused on football. In the last year, Scotiabank has launched various initiatives to support diversity and inclusion, including Everyone on the Field (Todos a la Cancha), a campaign that celebrates how the Bank is using football as a force for good to help build more inclusive communities.

- Scotiabank remains as the Title Sponsor of the 2023 Scotiabank Concacaf Champions League, the last edition under its current format.
- Starting in Fall 2023, Scotiabank will stay on as a founding Tier 1 partner of the new and expanded Concacaf Champions League.
- Scotiabank will also continue to support Concacaf's women's ecosystem as a sponsor of the Concacaf W Championship, as well as its youth competitions (U-15, U-17, U-20).



#### **About Scotiabank**

Scotiabank is a leading bank in the Americas. Guided by our purpose: "for every future", we help our customers, their families and their communities achieve success through a broad range of advice, products and services, including personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets. With a team of over 90,000 employees and assets of over \$1.3 trillion (as at January 31, 2023), Scotiabank trades on the Toronto Stock Exchange (TSX: BNS) and New York Stock Exchange (NYSE: BNS). For more information, please visit <http://www.scotiabank.com> and follow us on Twitter @Scotiabank.

#### **About Concacaf**

The Confederation of North, Central America, and Caribbean Association Football (Concacaf) is one of FIFA's six continental confederations, servicing 41 Member Associations, from Canada in the north to Guyana, Suriname, and French Guiana in the south. Concacaf means football first. Our members are united by a shared vision: Love For Our Game, as well as a unique mission, to develop, promote and manage football throughout the region with integrity, transparency, and passion in order to inspire participation in the game.

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