Telefónica and the RFEF have signed a sponsorship agreement for the Spanish national football teams until 2030

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Telefónica and the Royal Spanish Football Federation (RFEF) have reached a strategic agreement under which the company will become a sponsor of the Spanish national football teams until December 2030.

Under this agreement, Movistar will be the official telecommunications provider for the men's, women's, Under-21 and youth national teams. The partnership strengthens the link between football, technology and digital experiences for millions of fans.

The Spanish multinational Telefónica, owner of the Movistar brand, has thus joined the family of sponsors of the Royal Spanish Football Federation, contributing to the project aimed at the growth and international profile of Spanish football.

The agreement brings together two leading figures of the 'Spain' brand: Telefónica, Spain's leading telecommunications company, and the Spanish national football team, one of the sporting icons with the greatest capacity to inspire public engagement and international recognition.

Today, football is also a digital experience. It is one of the forms of content that most effectively connects millions of citizens with technology. It is also one of the areas where millions of people collectively engage with digital experiences. Fans follow matches via television, streaming, mobile devices, social media or real-time data, an ecosystem that ties in directly with the role played by Telefónica's digital networks and platforms.

For Telefónica, this agreement reflects its ambition to be the leading gateway to digital technologies—bringing connectivity, content and services to one of the most widely shared experiences in society.

The agreement is being rolled out commercially under the Movistar brand, consolidating its position as the leading platform for sports content and fan experiences in Spain.

Telefónica has thus joined the group of sponsors of the Royal Spanish Football Federation at a particularly significant time for Spanish football and its international profile.

A pivotal period for Spanish football

The partnership will support the national teams during a particularly significant period for international football, which includes the 2026 World Cup, the 2027 Women's World Cup, the 2028 European Championship and the 2030 World Cup, which will be held in Spain.

Spain will compete in the 2026 World Cup next summer in the United States, Canada and Mexico, and a year later it will be the turn of the Spanish women's team, who will be aiming to defend their title as reigning world champions at the 2027 World Cup in Brazil.

The Spanish national football team has welcomed a new member as it prepares for its upcoming sporting challenges, in which it aims to defend the top spot held by the RFEF's national teams in both the men's and women's FIFA world rankings.

The Spanish national team is also one of Spain's greatest sporting symbols and one of the country's most internationally recognised brands, capable of inspiring a shared sense of pride among millions of citizens.

Technology, football and new experiences for fans

For Telefónica, this agreement is directly in line with its ambition to be the best gateway for the public to digital technologies, bringing connectivity, content and digital services to the experiences that fans value most.

Today, football is experienced in a deeply digital way: through television, streaming, mobile devices, social media and real-time data – an ecosystem that ties in directly with the role played by Telefónica's digital networks and platforms.

Marc Murtra, Chairman of Telefónica, said:

> We want to be the best gateway for citizens to access the digital world, and that includes offering the best content. To achieve this, we need to be present in the moments when millions of people come together to share unique digital experiences. Matches involving the Spanish national team are among those defining moments. Supporting our national team until 2030 reinforces both our ambition and our commitment to these shared experiences, and reflects our support for Spanish talent.

For his part, the president of the Royal Spanish Football Federation, Rafael Louzán, said:

> It is wonderful news to be able to welcome Telefónica as a new sponsor of the Spanish national teams. This partnership is not merely a commercial agreement, but a union between the company and the sport that promotes the 'Made in Spain' brand across the globe. That we are moving forward together is the best news at this time of stability and sporting success, with the senior national teams ranked number one in the FIFA rankings.

Content and experiences for fans

The agreement will enable the development of new initiatives that bring together technology, entertainment and sport.

Through Movistar Plus+, users will be able to access new content and experiences linked to the national teams, reinforcing Movistar's position as one of Spain's leading sports content platforms.

The fact that the agreement covers the men's, women's and Under-21 teams further reinforces key values associated with sport and the company itself, such as the promotion of young talent and a commitment to equality and the development of women's football.

Among other initiatives, the agreement will enable the development of exclusive content featuring the national teams during training camps and competitions. It will also promote customer experience at official matches and campaigns linked to major international tournaments. Furthermore, it will bring technology and innovation to grassroots football and the federated community.

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