

## **Adidas To Pull Out Of Deal With IAAF**

German sportswear giant Adidas has written to the [International Association of Athletics Federations](#) that it is terminating its sponsorship deal three years early.

An 11-year agreement was signed by Adidas with the world governing body of athletics in 2008 reported to be worth around £23m. Citing anonymous sources, BBC reported the sponsorship deal, which was signed in November 2008, was worth around \$8 million (5.61 million pounds) per year. The company is one of the IAAF's "Official Partners" along with Canon, Toyota, Seiko, TDK, TBS, and Mondo. Adidas is also the oldest commercial partner of FIFA, the governing body of world football that is embroiled in its own corruption scandal.

BBC reported that the German sportswear giant was prompted by the ongoing doping and corruption scandal. It is believed that the move to terminate the deal by Adidas will result in tens of millions of dollars in lost income. It is speculated that Adidas told the IAAF in November about this termination in November after the publication of first report of the World Anti-Doping Agency (WADA) Independent Commission that detailed claims of "state-sponsored [doping](#)" within Russia. The commission released a second report recently in which it accused the governing body of athletics of having "embedded corruption" at the very top of the organization under former president Lamine Diack. Diack and his son, Papa Massata, are presently under investigation by French police over corruption allegations and both have denied wrongdoing.

An Adidas spokeswoman said Adidas has a clear anti-[doping policy](#) in place and therefore we are in close contact with the IAAF to learn more about their reform process. In reply, the IAAF said it is in close contact with all its sponsors and partners as we embark on our reform process.

In another development, the head of UK Anti-Doping was criticized by the Football Association for making "unhelpful" and "misleading" comments about drug-taking in the sport. Nicole Sapstead said "football was at risk". The UKAD chief said she would give importance to talks with Arsenal boss Arsene Wenger after he spoke out on the topic. The FA says it will seek a meeting with UK Anti-Doping over her comments.

Darren Bailey, the FA's director of football governance and administration, said the comments of Sapstead were "speculative" and "unhelpful" and added that they had no "evidential basis". Bailey went on to add that such comments create a misleading impression and he will be taking this up with UKAD at the highest level. Wenger said on Thursday he was happy to meet Sapstead to discuss the issue of doping. Wenger remarked what is important is that we all try to show we don't

accept it and also said it is important to think that when a guy wins it is because he is the best, not because he has taken illegal substances.

Bailey confirmed the FA had already spoken to Wenger and remarked the FA has no current information to suggest the public cannot trust in the measures we have in place, nor should anyone think English football would ever get complacent to the risks of doping.