



Wednesday, June 5, 2013

## Global Media Coverage

### **Pele's Cosmos sign sponsorship deal with Emirates, 'to sign Senna'**

Pele helped the revived New York Cosmos unveil their new kit and sponsorship deal with Emirates Airline amidst reports that former Spain international Marcos Senna is to join the club.

June 5, 2013  
Eurosport - Asia

[http://au.eurosport.com/football/concacaf-football/2013/peles-cosmos-sign-sponsorship-deal-with-emirates-to-sign-senna\\_sto3788610/story.shtml](http://au.eurosport.com/football/concacaf-football/2013/peles-cosmos-sign-sponsorship-deal-with-emirates-to-sign-senna_sto3788610/story.shtml)



Pele, 72, featured for the Cosmos during their original run in the old North American Soccer League along with other ageing greats such as Franz Beckenbauer.

Though the side folded in 1985, they will return to the NASL – now the US's second tier league beneath Major League Soccer – this summer with Pele as honorary president.

The deal with Emirates will see the airline company feature on the front of the famed green and white shirts produced by Nike, and also makes them a founding partner of the club in their reboot season.

"This is a big day for the future of the New York Cosmos," Pele said. "It's wonderful to be part of such a pre-eminent football family.

"New York has a rich tradition of sport, and Emirates proudly supports some of the world's top teams, including AC Milan, Hamburg, Arsenal, Olympiacos and Paris Saint-Germain, plus the recently announced shirt sponsorship of Real Madrid," said Nabil Sultan, a vice-president at Emirates.

"Therefore, choosing to support the relaunch of the Cosmos back to this amazing city was an obvious choice."

Cosmos begin their second life when they begin their campaign on August 3 against the Fort Lauderdale Strikers, and former Villarreal and Spain enforcer Senna may be with the club by then.

Widespread reports Stateside claim the 36-year-old Brazil-born midfielder, who was voted player of the tournament for Euro 2008 after helping Spain lift the trophy, will be unveiled as a Cosmos player over the coming days.

## Pelé announces Emirates deal, but will the New York Cosmos take flight?

Airline sponsorship puts famous name in good company as they aim to show the Big Apple can support three major teams

June 4, 2013

Graham Parker, The Guardian

<http://www.guardian.co.uk/football/2013/jun/04/pele-emirates-new-york-cosmos>



On 10 June 1975, New York's famous 21 Club played host to a packed press conference, held to announce the unlikely coup of Pelé signing for the New York Cosmos. On Tuesday, almost 38 years later, the Cosmopolitan room at the Four Seasons Hotel hosted another event featuring the Cosmos and Pelé (now the club's honorary life president), as they announced Emirates Airlines as their new, multi-year sponsor.

Yet despite being only a few blocks away from where he had once stopped the traffic, this was a visit by Pelé to a very different soccer landscape. The globalization of

soccer and of course, the birth of MLS has caused such change, yet the hope of the organization and presumably their ambitious sponsors (who declined to discuss the exact size of the deal), is that the Cosmos is a uniquely persistent brand. "Don't call it a comeback" read the promotional material around the room – a message Pelé inadvertently countered when he claimed, with mock-indignation, that wherever he went in the world "People ask me, 'When are the Cosmos coming back?'". He also pointed out that that is what he is asked about most often, rather than 25 successful years at home with Santos.

In another way, of course, Pelé was precisely on message. The Cosmos chairman, Seamus O'Brien, said the Emirates partnership was "written in the stars" (pointing out that "cosmopolitan" is one of the five inspirational words writ large on the walls at Emirates HQ); the fact that the Cosmos now share shirt sponsorship with Arsenal, Milan, Hamburg, Paris Saint-Germain, Olympiakos and, as of last week, Real Madrid, speaks to the enduring appeal of the Cosmos mythology.

Yet where those teams are prominent presences in their top leagues, the Cosmos have not played a competitive game for some 30 years. When they return to competitive soccer, on 3 August, it will not be to the top tier of US soccer, MLS, but to the rebooted version of the North American Soccer League, played in by the original Cosmos, which is now the de facto second division of US soccer. A long period of flirtation with MLS, during which the Cosmos were the presumed frontrunners for the second New York franchise, was definitively ended a couple of weeks ago with the confirmation of a partnership between the New York Yankees and Manchester City, to form New York City FC. Emirates is sponsoring a team which will for the immediate future be the third team in New York – and the jury is still out on whether a hugely competitive media market can support even one.

O'Brien's thinking regarding this fear is actually pretty similar to that employed by MLS commissioner Don Garber, who tends to say that the 19 million population of New York City is more than enough to support more than one team. O'Brien cited his own background in England, where teams play "across the street from each other", and said he didn't think three professional teams in New York would be a problem. But for those who look at the catchment area and also see two NFL teams, two NBA teams, two MLB teams and three NHL teams, not to mention those two MLS rivals, it seems plain that the Cosmos have their work cut out within the sports consumer version of natural selection. NYCFC will be beginning their charm offensive fairly soon, and the New York Red Bulls, long known to be reluctant to make big media spends, have promised to roll out enhanced marketing campaigns as early as this summer. Beyond event days like this, the Cosmos face an immediate fight to be seen and heard.



We are fast approaching the day in August when all the speculation around the possible value of the Cosmos brand meets the empirical reality of a team trying to build a present-day following from a field at Hofstra University. Ticket sales have been steady rather than spectacular and

the new team, like the ambitious league (which aims to have 18 teams by 2018) they will play in, faces a tough fight to make a breakthrough. That said, when I spoke to NASL commissioner Bill Peterson, after the event, he was bullish about how the Emirates deal had "raised the bar" for everyone else in the league. He was also sanguine about how the present Cosmos hierarchy would handle their club's history:

It's a benefit and a burden, right? It's a benefit that people have that awareness of you without you having played a game in this decade ... or the last, in fact. It's a burden because you've got to go out and prove it yourself. Nothing that happened in the past will help them beyond 3 August. Everything they're building though, will help them. This is a foundational move. They're picking up a legacy and they've stated that they'll be great caretakers of this legacy ... this is not a hobby for these guys.

On Tuesday, the man who perhaps did more than any other to create that legacy was once more at the centre of a media scrum. He had a little fun with the attention. When a journalist begged him to consider playing "even for 10 minutes" when the Cosmos returned, Pelé pointed out that he had just had hip surgery and had told Cosmos coach Gio Savarese that he would not be available until at least "after the Confederations Cup". Amid laughter, he then indicated a row of young men in tracksuits to the left of the stage and said: "Let these guys run around."

After a final photoshoot and some brief reunions with former team-mates, he was gone. The players he'd suggested should run around – the core of the Cosmos roster – hovered quietly at the edge of the room, as journalists and photographers pushed past them for a last glimpse of the legend leaving the building. Their immediate future will be less glamorous.

## Dubai's Emirates in sponsorship deal with U.S. soccer team Cosmos

June 5, 2013

AP via Al-Arabiya

<http://english.alarabiya.net/en/business/media/2013/06/05/Dubai-s-Emirates-in-sponsorship-deal-with-U-S-soccer-team-Cosmos.html>



With Pele looking on, the revived New York Cosmos signed a shirt sponsorship contract with Emirates Airline as the team prepares to play in the second-tier North American Soccer League this summer.

The 72-year-old Brazilian great, the team's honorary president, attended a news conference in Manhattan.

Featuring stars such as Pele, Franz Beckenbauer and Giorgio Chinaglia, the Cosmos played in the old NASL from 1971-84 and folded in 1985.

The relaunched team is run by CEO Seamus O'Brien. It starts play at Shuart Stadium in Hempstead on Long Island on Aug. 3 against Fort Lauderdale. The Cosmos hope to build a \$400 million, 25,000-seat stadium at Belmont Park racetrack.

Emirates Air also is the shirt sponsor of Arsenal, AC Milan, Hamburg, Paris Saint-Germain and, starting next season, Real Madrid.

## Pele on hand to usher in new era as New York Cosmos sign shirt sponsorship with Emirates Airlines

It remains to be seen whether the revived New York Cosmos will fly, but a shirt sponsorship contract with Emirates Airline is at least an encouraging sign.

June 5, 2013  
Telegraph Sports

<http://www.telegraph.co.uk/sport/football/10099979/Pele-on-hand-to-usher-in-new-era-as-New-York-Cosmos-sign-shirt-sponsorship-with-Emirates-Airlines.html>



With Pele looking on, the team announced the deal with Emirates as it prepares to enter the second-tier North American Soccer League this summer.

"I played 25 years in Santos. We won a lot of tournaments. The World Cup, I scored a lot of goals," Pele said. "It's amazing. I arrive in China, I arrive in Africa, they say, 'Listen, what happened to New York Cosmos?'"

The 72-year-old Brazilian great, the Cosmos' honorary president, played for Santos from 1956-74 and helped his country win three World Cup titles. The Cosmos became a major attraction when he played for them from 1975-77.

The relaunched team, run by CEO Seamus O'Brien, starts at Shuart Stadium on the Long Island campus of Hofstra University in Hempstead on Aug. 3 against Fort Lauderdale.

The Cosmos hope to build a \$400 million, 25,000-seat stadium at Belmont Park racetrack.

They enter a market that already has the Major League Soccer's New York Red Bulls, who play in Harrison, New Jersey, and New York City FC, which is co-owned by Manchester City and the New York Yankees and will start MLS play in 2015 at a site to be determined.

"We've got a few years to get our ship up and running," O'Brien said. "We're not scared of competition. I think in any sport and walk of life that's a good thing. And I think the soccer economy of this city is more than large enough to deal with three teams."

Featuring a roster that also included Franz Beckenbauer and Giorgio Chinaglia, the Cosmos played in the old NASL from 1971-84 and folded in 1985.

Former MLS players Hunter Freeman and Joseph Nane are among the 15 players on the current Cosmos, who lack any players of note. The team appears to be interested in signing Villarreal's Marcos Senna, a former Spanish national team midfielder who turns 37 next month.

"When we're ready to say things, we'll say," Cosmos coach Giovanni Savarese said.

Pele arrived a half-hour late for the news conference at a Manhattan hotel. The event was hosted by former Cosmos goalkeeper Shep Messing and attended by former Cosmos players Hubert Birkenmeier, Andranik Eskandarian and Boris Bandov along with Clive Toye, the team's general manager during its heyday.

US Soccer Federation President Sunil Gulati, who joined Fifa's executive committee last week, watched from a front-row seat. There was a poster of Beckenbauer with a headline, "Don't Call It A Comeback."

The Cosmos will be the eighth team in the NASL, which is averaging 4,590 fans per game this season. O'Brien said he hopes the Cosmos will average 5,000 to 10,000.

Emirates Air also is the shirt sponsor of Arsenal, AC Milan, Hamburg, Paris Saint-Germain and, starting next season, Real Madrid.

## New York Cosmos the latest to join Emirates Airline stable

June 5, 2013

Chris McHardy, Sport360.com

<http://www.sport360.com/football/new-york-cosmos-latest-join-emirates-airline-stable>



Following hot on the heels of their shirt sponsorship deal with Real Madrid, Emirates Airline on Tuesday night announced a similar tie-up with iconic American franchise New York Cosmos.

Just a week after Emirates confirmed a lucrative five-year deal with Madrid, Brazilian legend and Cosmos' Honorary President Pele was on hand to reveal the news that the Dubai-based airline had made their first foray into the US sports market.

Flanked by Cosmos chairman Seamus O'Brien and Nabil Sultan, Emirates Divisional Senior Vice President of Revenue Optimization and Distribution,

at the Four Seasons Hotel in New York, Pele called it a "big day for the future of the New York Cosmos" before adding: "It's wonderful to be part of such a pre-eminent soccer family."

The deal will see the Fly Emirates logo adorn the legendary Cosmos green and white shirts for their eagerly-anticipated return to the US soccer scene in the 2013 North American Soccer League (NASL) - the league directly below the MLS.

The Cosmos became famous the world over in the 1970s after attracting the likes of legendary duo Pele and Franz Beckenbauer to the US to ply their trade.

However, amid dwindling attendances and the collapse of a lucrative TV deal they folded in 1984 only to announce their comeback in 2010. They are due to kick off their campaign Fort Lauderdale Strikers on August 3.

They will do so with Fly Emirates proudly displayed on their shirts and club chairman Seamus O'Brien believes the association with the airline, who also boast the likes of Paris Saint-Germain, Arsenal and AC Milan among their clients, outlines their own ambitions.

"We are delighted that we could create this partnership and bring such a world-renowned organization to United States soccer for the first time," O'Brien said.

"There's no bigger corporate supporter of sports, and soccer in particular, than Emirates. We're proud and honored that the Cosmos are part of their plans for America and New York in particular."

News of the partnership comes two weeks after Abu Dhabi-owned Manchester City confirmed they had purchased an expansion Major League Soccer franchise with baseball giants the New York Yankees in a \$100million deal.

Emirates first revealed plans to expand their sports portfolio in the US to Sport360° back in February, and Sultan has called the decision to partner with the Cosmos as an "obvious choice".

"New York has a rich tradition of sport, and Emirates proudly supports some of the world's top soccer teams, including AC Milan, Hamburger SV, Arsenal FC, Olympiacos FC, and Paris Saint-Germain, plus the recently announced shirt sponsorship of Real Madrid just last week. Therefore, choosing to support the relaunch of the Cosmos back to this amazing city was an obvious choice," said Sultan.

"As with our sponsorship of the U.S. Open tennis tournament, Emirates views our partnership with the Cosmos as a way to thank the people of New York for making Emirates one of the world's fastest growing airlines. Along with their fans all across the region, we look forward to watching the Cosmos reclaim their title as New York's legendary soccer team."

Aside from having their logo emblazoned on the Cosmos shirt, Emirates will also enjoy "significant branding" at the club's home matches at Hofstra University's Shuart Stadium.

They will also become the presenting sponsor of Cosmos Copa, a soccer tournament played in New York City between local, community-based 'national teams' and play a prominent role in other events throughout the NASL season.

## Iconic Cosmos announce Emirates deal and repeat MLS ambition

June 5, 2013

Mark Baber, Insideworldfootball.com

<http://www.insideworldfootball.com/world-football/central-north-america/12658-iconic-cosmos-announce-emirates-deal-and-repeat-mls-ambition>



New York Cosmos and its Honorary President Pelé have signed a kit and sponsorship deal with Emirates Airlines. The new deal awakens nostalgia for the 1970s, but the club has some major hurdles to overcome to add to its former glories.

Not least of these hurdles is the challenges faced following the announcement of the new MLS franchise in New York, NYFC, a undoubtedly powerful joint venture between the Premier League's Manchester City and the New York Yankees baseball team.

The new Cosmos deal will see the Emirates logo on the iconic green and white Cosmo shirts produced by Nike.

At the launch, Pelé said, "This is a big day for the future of the New York Cosmos." It's wonderful to be part of such a pre-eminent football family.

Nabil Sultan, a vice-president of Emirates said, "New York has a rich tradition of sport, and Emirates proudly supports some of the world's top teams, including AC Milan, Hamburg, Arsenal, Olympiakos and Paris Saint-Germain, plus the recently announced shirt sponsorship of Real Madrid. Therefore, choosing to support the relaunch of the Cosmos back to this amazing city was an obvious choice."

Amidst reports that Marcos Senna may be signing for the club, Cosmos' club Chairman Seamus O'Brien said, "When we do get to the top again - and trust me, we will - we will stay there long past my lifetime."

O'Brien says he believes New York can support three soccer teams (including the Red Bulls and the recently announced New York City FC) and that he is involved in on-going dialogue with Major League Soccer and its commissioner Don Garber.

In a city where money talks, the size of the deal is being kept under wraps, but New York soccer fans may benefit from the rivalry between the Emirates and Etihad airlines.

The name 'New York Cosmos' came in to being when two NYC teachers, Meyer Diller and Al Capelli, entered the contest and submitted the name 'Cosmos', shortened from 'Cosmopolitans', which just happened to match the choice of general manager Clive Toye who was looking to outdo the 'Metropolitans'.

But it was Toye's success in arranging the signing of Pelé on June 10, 1975, on a salary of \$1.4 million per year, that transformed the club into a major venture and really kick-started the NASL.

In the late 1970s the club enjoyed average attendances of over 40,000 and attracted great stars including Franz Beckenbauer , Giorgio Chinaglia and Carlos Alberto and the franchise remains the most successful in US soccer history having won five championships.

However, after Pelé's retirement the club, and the NASL, went into decline and eventually closed down. The name and brand however remained, and in August 2010 a new team was announced, fronted by Pelé, which joined the new incarnation of the NASL, after failing to be accepted by MLS.

Despite the fact the club has not played a competitive game for 30 years, and is stuck in the NASL which has no promotion mechanism to the MLS, O'Brien, said the partnership was "written in the stars" pointing out that "Cosmopolitan" is, one of the inspirational words Emirates use to encapsulate their mission and values, along with Professional, Empathetic, Progressive and Visionary.

## **New York Cosmos to announce Emirates deal**

June 4, 2013

Eoin Connolly , Sportspromedia.com

[http://www.sportspromedia.com/news/new\\_york\\_cosmos\\_to\\_announce\\_emirates\\_deal](http://www.sportspromedia.com/news/new_york_cosmos_to_announce_emirates_deal)

The New York Cosmos soccer team is to announce a shirt sponsorship deal with Emirates Airline.

According to SportsBusiness Journal, the Dubai-based carrier will confirm its deal with the side - a relaunch of the superstar-filled glamour franchise of the 1970s - at a press conference in the city attended by former player Pele.

The deal has reportedly been brokered by CAA Sports, Emirates' US representative, with talks having taken place on a naming rights deal for any future stadium. The New York Cosmos will begin their first season back in the returning, second-tier North American Soccer League at Hofstra University's M Shuart Stadium.

Emirates is a shirt sponsor of several top European soccer teams, including French champions Paris Saint-Germain and Premier League club Arsenal, and last week agreed a five-year deal with Spanish giants Real Madrid.

## **Emirates to Embark on First US Sport Sponsorship with New York Cosmos Deal**

June 4, 2013

isportsconnect.com

[http://www.isportconnect.com/index.php?option=com\\_content&view=article&id=19747:emirates-to-embark-on-first-us-sport-sponsorship-with-new-york-cosmos-deal&catid=7:sports-sponsors&Itemid=17](http://www.isportconnect.com/index.php?option=com_content&view=article&id=19747:emirates-to-embark-on-first-us-sport-sponsorship-with-new-york-cosmos-deal&catid=7:sports-sponsors&Itemid=17)

North American Soccer League (NASL) team, New York Cosmos are set to reveal Emirates as their new shirt sponsor in a multi-year deal.

The deal will be announced at a press conference featuring Pelé in N.Y. on Tuesday. Outside of some hospitality deals, the Cosmos agreement will be Emirates' first sponsorship with a U.S. sports team.

However, the airline has various tennis and golf sponsorships in the U.S., including title sponsorship of the U.S. Open summer tennis series.

The team and Emirates officials also have begun discussions on a naming-rights deal for a future stadium -- a venue that, as yet, has no blueprints, funding or governmental approvals. The football club will begin play in James M. Shuart Stadium on the campus of Hofstra Univ.

Emirates sponsors several of Europe's top football clubs, including a stadium naming-rights and jersey deal with EPL club Arsenal, as well as sponsorships with La Liga club Real Madrid, Serie A club AC Milan and Ligue 1 club Paris Saint-Germain.

This follows New York Cosmos announcing Nike as their kit supplier last week.

## **Pele makes announcement as NY Cosmos team up with Emirates**

June 5, 2013  
Tribalfootball.com

[http://www.tribalfootball.com/articles/pele-makes-announcement-ny-cosmos-team-emirates-3961503#.Ua8b\\_0LD\\_IU](http://www.tribalfootball.com/articles/pele-makes-announcement-ny-cosmos-team-emirates-3961503#.Ua8b_0LD_IU)

New York Cosmos have announced an agreement with Emirates Airline.

The reformed club is preparing for their first season in the North American Soccer League and honorary president Pele was delighted to announce that they had teed up a partnership with such an organisation.

"This is a big day for the future of the New York Cosmos," Pele said. "It's wonderful to be part of such a pre-eminent soccer family."

Emirates Divisional Senior Vice President of Revenue Optimization and Distribution, Nabil Sultan added: "New York has a rich tradition of sport, and Emirates proudly supports some of the world's top soccer teams, including AC Milan, Hamburger SV, Arsenal FC, Olympiacos FC, and Paris Saint-Germain, plus the recently announced shirt sponsorship of Real Madrid just last week. Therefore, choosing to support the relaunch of the Cosmos back to this amazing city was an obvious choice.

"As with our sponsorship of the U.S. Open tennis tournament, Emirates views our partnership with the Cosmos as a way to thank the people of New York for making Emirates one of the world's fastest growing airlines. Along with their fans all across the region, we look forward to watching the Cosmos reclaim their title as New York's legendary soccer team."

## **US-Profiliga NASL will Fuß fassen**

June 5, 2013  
Sport-Kurier Mannheim

<http://www.sport-kuriermannheim.de/fussball/2985-klinsmann-der-fussball-kaempft-in-den-usa-immer-noch-um-platz-vier-in-der-rangliste-der-bedeutenden-sportarten.html>



Dass die Fußball-Euphorie nach dem 4:3 Sieg der USA über Deutschland über das Nationalteam hinaus ausbreitet, das ist die Hoffnung der zweiten US-Profifußballiga NASL. Neben der bekannteren MLS versucht diese Liga seit drei Jahren Fuß zu fassen und kann dabei einige Erfolge vorweisen. Fußball-Nostalgiker werden die Namen Fort Lauderdale Strikers oder Cosmos New York aus den späten 70er und frühen 80er Jahren noch kennen und wissen, dass Stars wie Pele, Franz Beckenbauer (Cosmos), George Best oder Gerd Müller (Strikers) dort spielten. "Wir haben die alten Namen wiedusoccer0106130346erbelebt und wollen die Liga wieder mit Leben füllen", erklärt Bill Peterson, Commissioner der NASL.

Sechs Teams spielen derzeit in der NASL, mit Cosmos New York ist seit Dienstagabend wohl auch das bekannteste Team der altherwürdigen NASL zurück. Zur Rückrunde der Saison 2013 wird Cosmos im Herbst in den Spielbetrieb einsteigen und die Anzahl auf sieben Mannschaften erhöhen - dank der Ligastruktur mit separat gewerteter Hin- und Rückrunde, sowie anschließendem Meisterschaftsendspiel möglich. Mit "Emirates" haben sie bereits einen starken Sponsor, der auch beim Hamburger SV, Paris Saint-Germain oder dem AC Mailand aktiv ist.



"Möglichst alle Teams wiederbeleben."

"Es ist ein sehr erhebendes Gefühl, dass dieser legendäre Club wieder den aktiven Spielbetrieb aufnimmt und sie einen so starken Partner an ihrer Seite haben", freut sich Fußballlegende Pele, der als Ehrenpräsident des Klubs dies am Dienstagabend in New York verkünden durfte. "Wir wollen möglichst alle Teams wiederbeleben und dazu noch einige weitere", erklärt Peterson weiter.

"Wir wollen mit 18 bis 20 Mannschaften spielen und richten uns vor allem an junge Spieler aus den USA und weltweit. Wir wollen nicht die alten Fehler machen und teure internationale Stars holen, sondern haben pro Team nur sieben internationale Spieler. Eigene Spieler fördern, die Liga und den Sport in den USA stärken, das sind unsere Ziele. Und vielleicht kommen dann Stars vom Kaliber eines Franz Beckenbauer oder Pele wieder irgendwann von selber zu uns."

## Emirates Airline inks new football sponsorship deal

June 5, 2013

Andy Sambige, Arabianbusiness.com

<http://www.arabianbusiness.com/emirates-airline-inks-new-football-sponsorship-deal-504200.html>



Emirates Airline has signed a sponsorship deal with the most famous name in US Major League Soccer - the revived New York Cosmos.

The Dubai carrier will be the shirt sponsor of the club, once world famous for its star player Pele, arguably the game's best ever.

It is the latest football sponsorship deal for Emirates which also is the shirt sponsor of Arsenal, AC Milan, Hamburg, Paris Saint-Germain and, starting next season, Real Madrid.

With Pele looking on, the revived football team announced the deal with Emirates as it prepares to enter the second-tier North American Soccer League this summer.

The Brazilian great played for the Cosmos from 1975-77.

The relaunched team, run by CEO Seamus O'Brien, starts play at Shuart Stadium in Hempstead on Long Island on August 3 against Fort Lauderdale. The Cosmos hope to build a \$400 million, 25,000-seat stadium at Belmont Park racetrack.

They enter a market that already has the Major League Soccer's New York Red Bulls, who play in Harrison, New Jersey, and New York City FC, which is co-owned by Abu Dhabi's Manchester City and the New York Yankees.

"We've got a few years to get our ship up and running," O'Brien said in comments published by Associated Press. "We're not scared of competition. I think in any sport and walk of life that's a good thing. And I think the soccer economy of this city is more than large enough to deal with three teams."

As well as Pele, the old Cosmos side also featured greats such as Franz Beckenbauer and Giorgio Chinaglia but the current Cosmos lack any players of note.

## Spanish Language Media

### **Emirates patrocinará al NY Cosmos.**

Las camisetas del equipo, lucirán el logotipo Fly Emirates, a partir del próximo 3 de Agosto, cuando el Cosmos reinicie, de forma oficial, su actividad deportiva.

June 4, 2013

NYCosmosfutbol.com

<http://nycosmosfutbol.wordpress.com/>



Acaba de concluir hace apenas unos minutos la conferencia de prensa convocada por el Cosmos en el lujoso hotel Four Seasons de New York, para hablar de lo que, desde el propio club, se definió como una noticia especial. Mediante su presidente de honor, la entidad cosmopolita reveló el acuerdo al que ha llegado con la aerolínea, fundada en Dubai, Emirates, la más grande de cuantas operan en los Emiratos Árabes Unidos y el Medio Oriente.

El famoso, especialmente en el mundo del fútbol, slogan "Fly Emirates, adornará por tanto las camisetas blancas y verdes del Cosmos, a partir, según comunicado oficial del club, del debut del equipo en la renovada NASL, el próximo 3 de agosto, cuando reciban en Hofstra a los Fort Lauderdale Strikers. Además, Emirates, se convertirá también en el patrocinador principal de la Cosmos Copa, el aclamado torneo amateur de carácter internacional, que organizan los neoyorquinas desde 2009.

"Este es un gran día para el futuro de los NY Cosmos. Es agradable formar parte de incipiente familia futbolística" manifestó el legendario astro brasileño "Pelé", sobre este importante acuerdo de colaboración. Además de el actual presidente honorífico, participaron en la rueda de prensa, en este orden, Shepp Messing, embajador del club en los Estados Unidos, Sheamus O'Brien, presidente y Nabil Sultan, vicepresidente de recurso de optimización y Distribución de los propios Emirates.

" Estamos encantados de poder crear esta asociación y llevar una organización tan mundialmente conocida a los Estados Unidos por vez primera" afirmó O'Brien durante su intervención. "No hay mayor empresa comercial que el deporte, y el fútbol en particular, Estamos orgullosos de que el cosmos sea parte de los planes de expansión de Emirates a todos Estados Unidos, y a New York, en particular ".

El representante de Emirates presente en el Four Seasons, Nabil Sultan, se mostró igualmente satisfecho con el acuerdo, manifestando lo siguiente: " Nueva york tiene una rica tradición deportiva, yy Emirates se enorgullece de patrocinar a algunos de los equipos de fútbol más importantes del mundo, como el Milán, Hamburgo, Arsenal, Olimpiacos o Paris Saint Germain, además del reciente acuerdo alcanzado con el Real Madrid la semana pasada. Por lo tanto, la decisión de apoyar el renacimiento del Cosmos a esta fantástica ciudad, fue una elección obvia". " Al igual que en el patrocinio del US Open de tennis, Emirates ve nuestra asociación con el Cosmos como una manera de agradecer a la gente de New York, para hacer de Emirates una de las aerolíneas de mayor crecimiento del mundo. Al igual que los aficionados de la región, esperamos ver al Cosmos reclamando su título de equipo legendario de New York".

## Cosmos firma patrocinio con Emirates

El añejo club pionero del fútbol en Estados Unidos anunció hoy su acuerdo de patrocinio con la línea aérea que también patrocina entre otros clubes al Real Madrid para la siguiente temporada.

June 4, 2013

La Opinión via El Diario La Prensa-NY

<http://quieromasfutbol.laopinion.com/cosmos-firma-patrocinio-emirates>



En segunda pero con estilo

NUEVA YORK.- Con Pelé presente en la ceremonia, el Cosmos de Nueva York firmó el martes un acuerdo de patrocinio en su camiseta con la aerolínea Emirates, mientras el equipo se prepara para su debut en la North American Soccer League de segunda división.

La leyenda brasileña, de 72 años, es el presidente honorario del Cosmos, equipo con el que jugó en la década de los 70 con Franz Beckenbauer. El club existió entre 1971-84.

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Lauderdale. El Cosmos espera construir un estadio con capacidad para 25,000 personas, por 400 millones de dólares, en el hipódromo Belmont Park.

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## El Cosmos de Nueva York firma un acuerdo de patrocinio con Emirates

June 4, 2013

EFE

<http://es.eurosport.yahoo.com/noticias/cosmos-york-firma-acuerdo-patrocinio-emirates-225838240.html>



Nueva York - El Cosmos de Nueva York, el emblemático club de la Gran Manzana cuyo presidente honorario es Pelé, anunció hoy un acuerdo de patrocinio con la aerolínea Emirates para su regreso a la segunda división de la liga de fútbol de Estados Unidos.

"Hoy es un gran día para el futuro del Cosmos y es maravilloso poder formar parte de esta familia", dijo el exjugador brasileño durante una conferencia de prensa en Nueva York en la que se anunció el acuerdo.

El director del Cosmos, Seamus O'Brien, celebró traer por primera vez al fútbol estadounidense a la compañía Emirates, que patrocina a otros grandes clubes como el Real Madrid, y cuya publicidad lucirán la próxima temporada los jugadores del equipo neoyorquino.

El Cosmos se convirtió a comienzos de la década de los ochenta en un equipo donde las grandes figuras mundiales jugaban sus últimos partidos, y Pelé, Johan Neeskens, Carlos Alberto o Franz Beckenbauer vistieron su camiseta hasta que desapareció en 1985.

Ahora volverá a competir a partir de la próxima temporada en la North American Soccer League (NASL), la segunda división del fútbol profesional en Norteamérica, que incluye combinados de Canadá y Puerto Rico, con el francés Eric Cantoná como director deportivo.

# Cosmos firma acuerdo de patrocinio con Emirates

June 4, 2013

AP via El Nuevo Herald

<http://www.elnuevoherald.com/2013/06/04/1491973/cosmos-firma-acuerdo-de-patrocinio.html>



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## ¿¿¿ Será Marcos Senna la próxima estrella del Cosmos ???

A screenshot of a sports news article from SI.COM. The article is dated June 3, 2013, and is titled "Grant Wahl: New York Cosmos to sign former Spain midfielder Marcos Senna". It features a photograph of Marcos Senna in a yellow Villarreal kit playing against a player in a blue and red kit. Below the photo, there is a caption and several paragraphs of text.

**Grant Wahl**  
Grant Wahl: New York Cosmos to sign former Spain midfielder Marcos Senna

Marcos Senna (right) starred for Villarreal until the end of this season. He will now join the Cosmos.

The New York Cosmos has signed Marcos Senna, a central midfielder who started on Spain's Euro 2008 championship team, sources tell SI.com.

The Brazilian-born Senna, 36, has played since 2002 for the Spanish club Villarreal. He scored five goals for Villarreal last season in the Spanish second division after playing in La Liga before that.

Senna is the highest-profile signing so far by the Cosmos, who start play in the U.S. second division, the NASL, in August.

June 4, 2013

NYCosmosfutbol.com via Sport & Illustrated

<http://nycosmosfutbol.wordpress.com/>

Grant Wahl confirmó la noticia en la web de Sport & Illustrated, aunque poco después fue eliminada de su servidor ... ¿ realmente puede permitirse el fútbol este lujoso refuerzo ?

Durante el día de hoy ha circulado con fuerza, especialmente en los medios de comunicación locales de New York, la noticia, oficialmente no confirmada, de que el Cosmos habría llegado a un acuerdo para la contratación del ex – internacional español, campeón de Europa en 2008, Marcos Senna.

El respetado y afamado periodista de "Sport & Illustrated", Grant Wahl, con una longeva carrera como especialista en fútbol de este rotativo, publicó a través de la página web del mismo, la noticia, sin ninguna concesión a que pueda ser un rumor, de que el hispano – brasileño inresarà a las filas del NY Cosmos.

Varios portales dedicados a comentar la actualidad del fútbol neoyorquino, entre ellos nuestros buenos amigos de <http://www.thiscosmoscountry.com>, así como diversos foros especializados, se hicieron rápidamente eco de la noticia, la cuál, curiosamente, fue borrada del sitio web [www.sportsillustrated.cnn.com](http://www.sportsillustrated.cnn.com). ¿ Por qué ?, realmente es difícil de saber, aunque bien podría deberse a que el propio Wahl, sin ninguna mala intención, comunicó la noticia antes incluso de que el Cosmos lo hiciera oficial.

Muchos eran los periodistas que, la convocatoria de rueda de prensa realizada por el Cosmos para esta tarde en el Hotel Plaza, sería para anunciar el fichaje de Senna, aunque finalmente, y como ya relatamos en el post inmediatamente anterior, esta era para anunciar el acuerdo alcanzando con la empresa Emirates.

*Traducción literal a la noticia publicada por Grant Wahl*

**GRANT WAHL: EL COSMOS FICHA AL CENTROCAMPISTA EX INTERNACIONAL ESPAÑOL MARCOS SENNA**

*El Cosmos ha fichado a Marcos Senna, centrocampista interior español titular en la selección en la Euro 08, según fuentes de Sport Illustrated.*

*Brasileño de nacimiento, de 36 años, ha jugado desde 2002 en el Villarreal de España. Anotó cinco goles en su última temporada en Segunda División después de haber jugado en Primera.*

*Senna es un contratación de perfil muy alto para el Cosmos, que comenzará a jugar en la segunda división del fútbol estadounidense, la NASL, en el mes de agosto.*

*Como bien refleja el artículo, la contratación de Senna sería un refuerzo de auténtico lujo para el equipo y, al menos a nivel de palmarés, la mejor adquisición desde NY Cosmos.*

Sobre el campo, es un centrocampista, la de interior derecho es su posición natural, y es todo un especialista tanto a la hora de repartir juego, con especial efectividad en los centros largos, como para contener el empuje de sus rivales. En principio, la ficha del jugador este año en Castellón, en torno a los 600 mil dólares anuales, parecía un inconveniente decisivo para confirmar la veracidad de este rumor pero, tras el anuncio del acuerdo de patrocinio con el gigante de las aerolíneas Emirates, y a la veracidad del periodista Grant Wahl, la noticia podría estar cerca de confirmarse en la próximas horas.

## **El Salvador inicia preparación para Copa Oro con 28 jugadores**

June 4, 2013

AFP via Univision Deportes

<http://futbol.univision.com/copa-oro/article/2013-06-04/el-salvador-inicia-preparacion-para#axzz2VLQMKW00>

El seleccionador de El Salvador, el peruano Agustín Castillo, convocó a 28 jugadores para iniciar el miércoles los entrenamientos con vistas a la Copa de Oro de la Concacaf, que inicia el 7 de julio en Estados Unidos, informó una fuente oficial.

Los jugadores están citados en el Albergue del futbolista y se "pondrán a la orden del cuerpo técnico", precisó un comunicado de la Federación Salvadoreña de Fútbol (FESFUT) este martes.

En el caso de los jugadores que militan en el extranjero, su arribo se establecerá con base en la finalización de los compromisos con sus equipos y los itinerarios de vuelo, detalló el ente federativo.

Entre los convocados figuran los porteros Daboberto Portillo, Derby Carrillo, Benji Villalobos; los defensas Marcelo Posadas, Alexander Larín, Mardoqueo Henríquez, Miguel Granadino, Víctor Turcios (Rops, Finlandia) Xavi García y Steven Purdy (Chivas, USA).

Se incluyen los volantes Herbert Sosa, Andrés Flores, Odir Flores, Gerson Mayén, Raúl Renderos, **Richard Menjivar (Atlanta Silverbacks, USA)**, Darwin Cerén, Kevin Santamaría, Darwin Bonilla, Osael Romero, Arturo Alvarez (Videoton, Hungría), Isidro Gutiérrez y Jaime Alas (Rosenborg, Dinamarca).

Los delanteros son Rafael Burgos (Kecskemeti, Hungría), Dustin Corea (SKIVE Ik, Dinamarca), Rodolfo Zelaya, Léster Blanco y Gustavo López.

Después de las jornadas preliminares, el técnico Castillo definirá la nómina que viajará a Estados Unidos.

## Colombia's El Tiempo (Media Outlet)

Two images of the Colombia's El Tiempo, which is a popular media outlet (TV, Newspaper, Website) in the country's capital, shows Danny Barrera (of Atlanta Silverbacks) mentioned as NASL player of the week (last week) during their TV telecast newswire line below

