



#### Brand Values

- Magical
- Exciting
- Engaging
- Global

#### Categories and Regions

Automotive, Computer Games & accessories, Fashion Accessories and Footwear, Food & Beverage (excluding Fizzy Drinks and Alcoholic Beverage), Giftware items, Housewares and Home Furnishing, Partyware, Publishing, Stationery, Toiletries, Toys & Games

Worldwide (excluding Europe)

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## The Football Association

When the England team play, the nation is united and shares an emotional experience that is without equal.

Football is the world's most exciting game at every level. Add the unique pageantry and sense of occasion around the England team, and the game ascends to new highs of furore.

The England team transcends national boundaries and is one of the few truly global football brands.

The FA's England licensing programme is the UK's pre-eminent sports licensing programme. This reflects the massive appeal of the England brand and is also testimony to the quality of The FA's licensees and the extensive range of products we develop.

In addition to the use of the England Crest, licensees can also have access to player imagery, signatures, names and squad numbers under the banner of Team England.