



- CONMEBOL -



2015

2017



“WHEN EVERYONE THOUGHT
IT WAS THE END OF SOUTH
AMERICAN FOOTBALL,
WE SAW AN OPPORTUNITY”.

Alejandro Domínguez W-S



THREE STRATEGIC PILLARS



1. Clear
Rules



2. Leading
Institution



3. Re-invest
in Football



Clear

RULES

Social Security

2.407.794

Taxes

9.648.011

Formalization of
Delegates, doctors
and referees:

828



Leading
INSTITUTION

Achievement 2018 **100% SAP**

We successfully incorporated the SAP management system in 100%, achieving global standards of control and transparency in the administration of CONMEBOL.

We work with international auditing companies



Transparency Award

CONMEBOL has been awarded with



UNODC

United Nations Office on Drugs and Crime



SECRETARÍA
**NACIONAL
ANTICORRUPCIÓN**

Best Practices Competition
in the Private Sector
on Transparency and Integrity



Re-invest
IN FOOTBALL

Evolution Program

NEW COPETITIONS for young players

USD **40** MILLIONS
SINCE 2016

100,000
YOUNG PARTICIPANTS

TRAINING & INFRASTRUCTURE investment

USD **80** MILLIONS
FUTSAL FIELDS
AND BEACH FOOTBALL

To be reinvested
IN FOOTBALL
TRAINED COACHES

2019

WOMEN'S FOOTBALL

DIRECT INVESTMENT

USD **19,6** MILLIONS
SINCE 2016

247,000
WOMEN PLAYERS



Re-invest
IN FOOTBALL

Highest revenue in history

USD 500 / 94%

MILLIONS

To be reinvested
IN FOOTBALL

2019

COPA AMÉRICA Prizes

+14% INCREASE

2015

USD 59
MILLIONS

2019

USD 67,5
MILLIONS

LIBERTADORES Prizes

+210% INCREASE

2015

USD 52,2
MILLIONS

2019

USD 161,9
MILLIONS

CHAMPION 2019

USD 12,000,000

+25% FROM THE FINAL PROCEEDS

RUNNER UP 2019

USD 6,000,000

+25% FROM THE FINAL PROCEEDS

SUDAMERICANA Prizes

+150% INCREASE

2015

USD 18,49
MILLIONS

2019

USD 47,2
MILLIONS

CHAMPION 2019

USD 4,000,000

+25% FROM THE FINAL PROCEEDS

RUNNER UP 2019

USD 2,000,000

+25% FROM THE FINAL PROCEEDS



CONMEBOL
Cree en Grande

We tripled the prizes!



TRIPLED
+140,000,000



+ 182
countries

Copa América
(1,7 billion potential reach)

+ 97
countries

Libertadores &
Sudamericana
(1,5 billion potential reach)

Central America
and North America

Europa

Asia

South America

Middle East and
North Africa

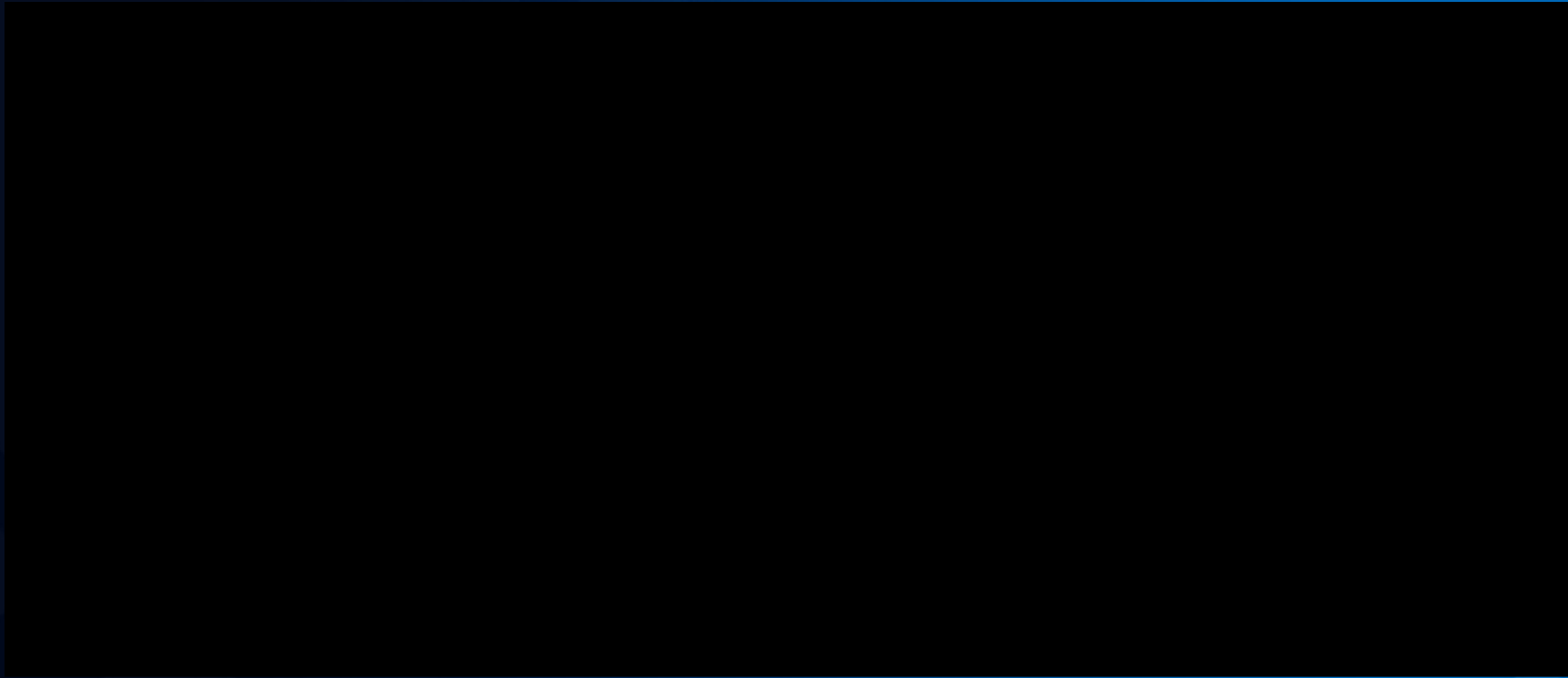
Oceania



“From the New CONMEBOL we took on the great responsibility of our duty of overseeing the integrity of football, in the field and in the office.”.



FINAL VIDEO



¡THANK YOU!

GRACIELA GARAY
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WWW.CONMEBOL.COM