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The FA Unveils Three-year Partnership with Adobe for the Women's FA Cup

- Adobe will support The FA's elevation of the competition and help engage new audiences
- Fans and players of participating clubs will be able to 'dream big' and express their support in new creative ways
- Partnership will motivate the next generation of women's football players and fans to celebrate the Women's FA Cup

LONDON— 23 November 2023 –The Football Association (The FA) today announces Adobe, the world's most recognised brand for creativity, as the lead sponsor of the Women's FA Cup. The partnership deal will run for at least three years, through to July 2026.

The Adobe Women's FA Cup will be focused on increasing fan engagement and raising the profile of the competition from the qualifying rounds in September, through to the final in May held at Wembley Stadium connected by EE. Using [Adobe Express](#), an AI-first, all-in-one content creation app, making it fast, fun and easy to design and share standout content, clubs across the women's game will be able to market and promote themselves, create social media and brand content to engage their community, raise their profile and reach the next generation of fans and players.

The partnership with Adobe will boost engagement across the Women's FA Cup by introducing new social media channels and giving all 460 clubs that participate in the competition access to, and training on Adobe Express. This will enable clubs to identify a breadth of new content opportunities and build a closer connection with their fans. The Adobe Women's FA Cup is the only competition where the biggest clubs in women's football are paired with amateur teams from across the leagues.

The Women's FA Cup final sold out for the first-time last season with a record crowd of 77,390. The Adobe partnership will continue to support the promotion of the final as the landmark event in the women's football calendar, whilst also enabling more emphasis and resource to be placed on growing the profile of the earlier rounds of the competition.

"The Women's FA Cup has grown to new heights over the last few years in parallel with the wider growth of the women's game, and we're delighted to have Adobe on board as we target the next phase of development for the competition. We share their passion for holistically celebrating the unique characteristics that makes the Women's FA Cup the most special and prestigious domestic cup competition in the world. With Adobe's creative tools, used by some of the world's biggest brands, we have a key opportunity to reach and engage new audiences for the women's game," said **Baroness Sue Campbell, The FA's Director of Women's Football**.

The FA will also receive access to Adobe Digital Media tools including [Adobe Creative Cloud](#) including [Adobe Photoshop](#), [Adobe Express](#), [Adobe Firefly](#) and [Adobe Acrobat](#), transforming how the football's governing body uses creativity to excite, engage and reach a growing fan base in the stadium and at home.

"The Adobe Women's FA Cup is about inspiring stories of clubs and players that dare to dream. Cup runs, big away draws for underdogs, and the human stories behind them are truly the magic of the competition," said **Simon Morris, Vice President, International Marketing, Adobe**.

"Through our partnership, and by providing access and training on our industry leading creative tools, we want to put those magic moments into the spotlight, helping the clubs, players and fans tell their stories in ever more creative ways, as well as motivate the next generation of players and supporters of the women's game."



The 2023/24 season of the Adobe Women's FA Cup is at the Second Round Proper stage. Tickets for the Final, which will take place in May 2024, are now on sale at thefa.com/tickets.

ENDS

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

About The FA

The Football Association (The FA) is the not-for-profit governing body of football in England. It is responsible for promoting and developing every level of the game, from grassroots through to the professional game.

The FA oversees England international teams across men's, women's, youth and disability football, as well as running the National League System and FA Competitions including the Emirates FA Cup and the Adobe Women's FA Cup, and the world-class facilities of Wembley Stadium and St. George's Park, all with a purpose to Unite the Game and Inspire the Nation.

