

Atlético de Madrid has signed a multi-year sponsorship agreement with the Rwanda Development Board (RDB) under the “Visit Rwanda” brand, marking the Spanish club’s first-ever commercial partnership with an African nation.

The deal, which runs through June 30, 2028, designates Visit Rwanda as a premium sponsor and the club’s Official Tourism Destination Partner, Official Training Partner and Official Coffee Supplier.

As part of the agreement, Visit Rwanda branding will appear on the men’s first team’s training and warm-up kits for the remaining five LaLiga matches of the current season and during the Club World Cup. Starting next season, the logo will also feature on the women’s first team’s training and warm-up gear, and on the back of official match jerseys for both teams.

Rwanda’s presence will also be visible throughout the Riyadh Air Metropolitano stadium and across Atlético’s global digital platforms. The collaboration includes fan engagement initiatives and promotional campaigns designed to boost tourism and investment in the East African country.



“This landmark partnership with Atlético de Madrid reflects Rwanda’s strategic ambition to position itself as a premier global hub for investment, tourism, and sports development,” said Jean-Guy Afrika, CEO of the Rwanda Development Board. “The club’s values of resilience, discipline and excellence closely align with Rwanda’s national ethos and transformation journey.”

Óscar Mayo, Atlético de Madrid’s general director of revenue and operations, praised the partnership as a step forward in the club’s international strategy.

“Visit Rwanda is a great example of a globally connected and fast-growing partner. We’re confident this collaboration will be mutually beneficial,” Mayo said.

Visit Rwanda already sponsors top-tier European clubs including Arsenal, Paris Saint-Germain and Bayern Munich. The partnership with Atlético de Madrid marks its first entry into Spain’s LaLiga, further strengthening Rwanda’s footprint in global football.