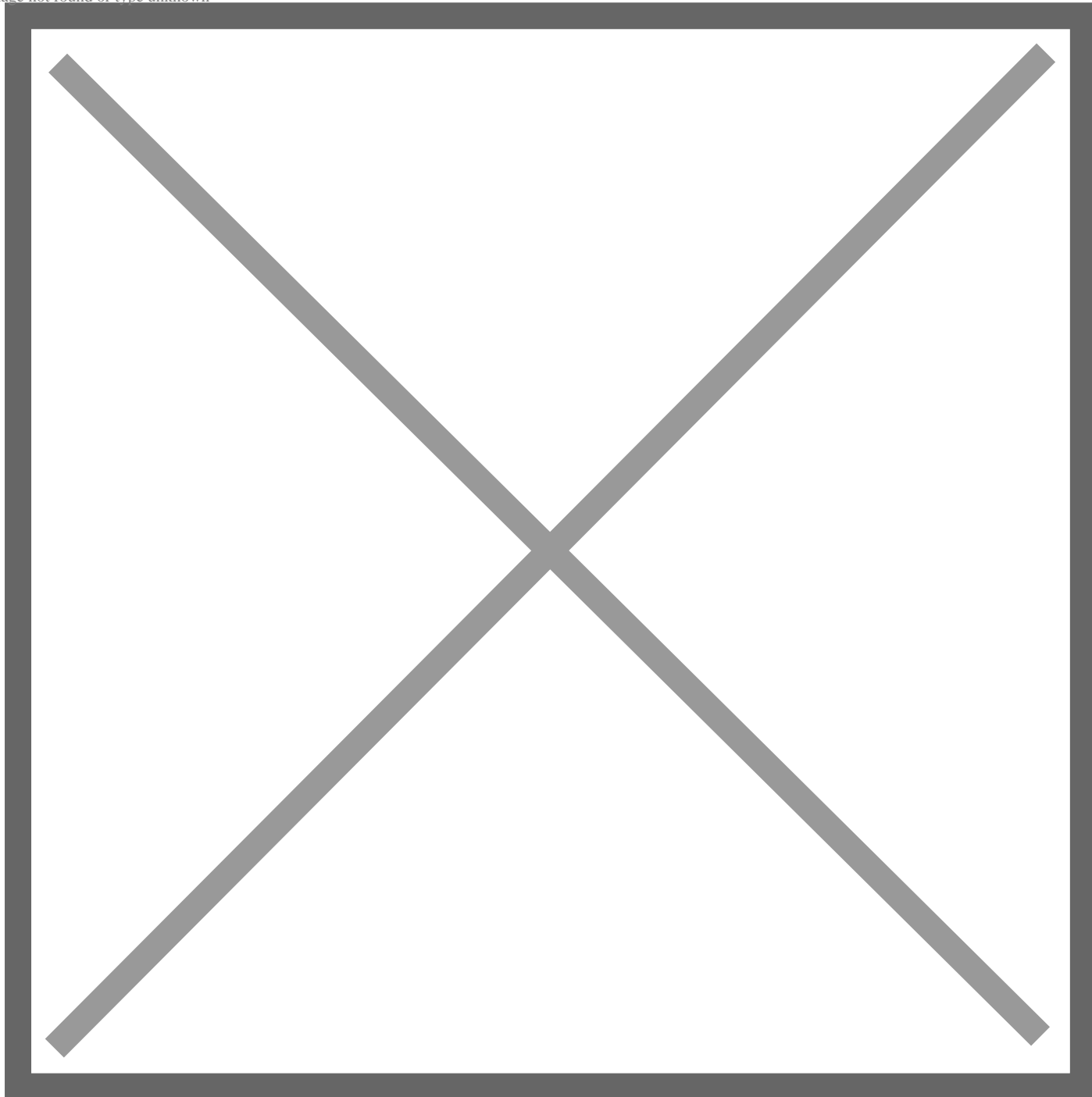


# **Toyota Gears Up for an Epic Summer as Official Sponsor of the 2025 Concacaf Gold Cup**

June 12, 2025

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**PLANO, TEXAS (June 12, 2025)** – Soccer fans get ready for a thrilling summer as they cheer on their favorite teams battling for the champion title in the electrifying 2025 Concacaf Gold Cup. Toyota proudly returns as the tournament’s official automotive sponsor, showcasing the power and enduring nature of the Tundra, Tacoma and 4Runner, while celebrating the indomitable spirit of soccer enthusiasts.

This year, Toyota launches a dynamic marketing campaign focusing on fans’ unwavering loyalty to their teams and the unparalleled durability of Toyota trucks.

“Partnering with the Concacaf Gold Cup is a celebration of culture, community, and shared values,” said Paul Doleshal, general manager Motorsports and Sponsorships, Toyota. “Soccer holds a special place in the hearts of Latino fans, where the game is more than a sport — it’s tradition, pride, and passion passed down through generations. That same spirit of endurance and strength is what drives our trucks. We’re honored to be part of this premier event.”

To channel the relentless energy of *fútbol* fans, three Mexican soccer icons will join Toyota in a series of vibrant social and digital videos throughout the tournament. These legends will also make appearances for photo opportunities at various games and surprise in-game moments.

- **Jared Borgetti** – former Mexican national team player, forward, holds the record as the second all-time leading scorer for the Mexican national team; **June 14** at Sofi Stadium (Inglewood, Calif.)
- **Pavel Pardo** – former Mexican national team player, midfielder, fifth most capped player in the history of the Mexican national team; **June 18** at AT&T Stadium (Arlington, Texas)
- **Oribe Peralta** – former Mexican national team player, forward, and Olympic gold medalist; **June 28** at State Farm Stadium (Glendale, AZ)

#### **Fan Zone, Trophy Appearances and More**

Gold Cup attendees will enjoy a diverse range of pre-game activities at the tournament Fan Zone, featuring the Toyota Fútbol Club. This engaging experiential space, designed for soccer enthusiasts of all ages, includes vehicle displays, exciting games, lively music, and giveaways. Fans will also have photo opportunities with the Mexican soccer legends aforementioned as well as the official Gold Cup Trophy at select venues.

The integrated campaign includes a broadcast spot for Toyota’s truck lineup – the Tundra, Tacoma and 4Runner –highlighting their spirit of adventure and heritage of endurance. Creative content will roll out across digital and social media platforms, along with in-game branding. The sponsorship and creative elements were developed by Conill, Toyota’s Hispanic marketing partner.

This is Toyota’s fifth consecutive partnership with the Concacaf Gold Cup as the official automotive sponsor. Held biennially, the tournament features the top 15 Concacaf national teams plus this year’s invited guest team, Saudi Arabia. Now in its 18th edition, the tournament runs from June 14 to July 6 across 14 stadiums in 11 cities in the U.S. and Canada.

Fans can catch all the soccer action by following Toyota Latino on [Instagram](#) and [Facebook](#) as well as on the [Concacaf Gold Cup](#) Instagram page.