

## BITBURGER BREWERY GROUP

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## PRESS RELEASE

# Bitburger's comeback with the DFB

Future partner of the men's and women's national teams /  
Attractive campaigns and exciting fan activities

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**Frankfurt / Bitburg / March 11, 2025.** Bitburger's comeback with the DFB: Bitburger returns as the official partner of both the men's and women's national teams of the German Football Association (DFB). As part of the co-operation starting in April 2025, Bitburger will focus on equally promoting men's and women's football. Bitburger had already been a long-time partner of the DFB from 1992 until the end of 2018. "Football has always played a major role at Bitburger – whether as a supporter of numerous amateur clubs in grassroots sports, as a sponsor of major Bundesliga clubs, or, in the future, again as a partner of our national teams. The unifying power of football, which we all experienced so impressively during the last European Championship in our own country, is something we want to continue to strengthen within this partnership," emphasizes Sebastian Holtz, Sales and Marketing Director of the Bitburger Brewery Group.

"With our sponsorship, we are supporting both men's and women's football equally," explains Stephanie Bullmann, Head of Media & Digital at Bitburger Brewery Group. Bitburger plans to use the year of the European Championship to engage in various activities in the market to increase the visibility of the women's national team.

Dr. Holger Blask, CEO of DFB, says: "The DFB and Bitburger – this partnership has a long tradition and has been a household name for football fans for more than two decades. Therefore, we are very proud to continue this success story in the year of our association's 125th anniversary. Together with Bitburger, our national teams have already celebrated winning a combined total of three World Cup titles and seven European Championship titles. We want to build on that success. Partners like Bitburger help



ensure that we can continue to be successful with our teams in the future. Bitburger has always remained loyal to football, partly through partnerships with our regional associations and their regional cup competitions, through amateur clubs, and as the beer partner of our home European Championship last year. The comeback with the DFB now means a comprehensive commitment to all of football in Germany – from grassroots to the top."

Heike Ullrich, DFB General Secretary, says: "This is the next strong signal that Bitburger, as a partner, is committed to supporting particularly women's football. We have exciting and fascinating men's and women's national teams in Germany. This is recognized not only by more and more fans who come to the stadiums and watch international matches, but also by our partners."

In the future, Bitburger will continue to accompany the national teams' international matches with high-profile campaigns, attractive sales promotions, fan competitions, and innovative social media activities. In addition to the two national teams, Bitburger's sponsorship also includes the U-21 men's national team and the U-23 women's national team. Sebastian Holtz: "We have a long and successful history with the DFB. We are very much looking forward to actively supporting German football again in the future and celebrating unforgettable football moments together with all the fans!"