

ANNOUNCEMENT



Frankfurt, Germany, September 27th, 2018

TAG Heuer extends partnership with the Bundesliga and Bundesliga 2

TAG Heuer will remain an official partner and the official timekeeper of Bundesliga and Bundesliga 2. The DFL Deutsche Fußball Liga and the Swiss watch brand have decided to extend the partnership that has been in place since the 2015/16 season.

Christian Seifert, CEO of the DFL Deutsche Fußball Liga: “We are delighted that TAG Heuer will continue to accompany us as a strong partner, and we look forward to further expanding the profile and popularity of the Bundesliga in Germany and abroad through joint marketing activities.”

The partnership with the watch manufacturer encompasses the integration of TAG Heuer as a graphic sponsor in reporting on Bundesliga and Bundesliga 2 as well as extensive advertising and licensing rights for the implementation of new and proven activation measures. In particular, this includes the “Rookie Award”, which is presented jointly by Bundesliga and TAG Heuer on a monthly and yearly basis to the best up-and-coming Bundesliga player, and the naming rights for the Bundesliga eSports tournament, which brings together the best eSports competitors under the banner of the TAG Heuer Virtual Bundesliga.

Media Contact

Olaf Markhoff

T +49 (0)69/380982-17



Bundesliga International GmbH

Eschersheimer Landstr. 14

D-60322 Frankfurt

T +49 69 / 65005-0

W bundesliga-

international.com