



RELEASE

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DFL and NFL sign collaboration agreement

The National Football League (NFL) and the DFL Deutsche Fußball Liga, organizing body of Bundesliga and Bundesliga 2, have signed an agreement to collaborate in key business areas with a particular focus on the U.S. and German markets.

The NFL and the Bundesliga – which are among the most prominent sports leagues in the world – have cooperated in the past, sharing expertise in various areas since the start of the COVID-19 pandemic. The Bundesliga was the first major sports league to return to the field during the pandemic while the NFL completed two full seasons without cancellations during this time. Both leagues have supported other sports organizations around the world during the pandemic by sharing their expertise and best practices.

With this agreement, the NFL and DFL will increase communication and collaboration in the areas of production, broadcast and programming, digital innovation and marketing. The partnership agreement was signed by NFL Commissioner Roger Goodell and DFL CEO Donata Hopfen.

Roger Goodell: "Our first regular season game in Germany this fall also presents an opportunity to work with and learn from some of the most successful sports leagues around the world. The Bundesliga has long been regarded as the leading league in Germany and one of the finest throughout Europe. We look forward to collaborating with the DFL in a process that we believe will be mutually beneficial."

Donata Hopfen: "The DFL has always worked openly and cooperatively with leagues and organizations around the world to promote the development of sport worldwide. We look forward to working closely with our colleagues from the NFL on a variety of issues and gaining new insights, particularly with regard to sports in the U.S."

In 2018, the DFL opened its New York office, which covers the North and South American region and serves as a point of contact for media and marketing partners, as well as aiding clubs with local market initiatives. The partnership with the NFL marks another step in the DFL's dynamic internationalization strategy and supports the approach to grow the Bundesliga's popularity globally, ensuring that even more fans around the world can experience the best of German football.

For its part, the NFL will play its first regular-season game in Germany on Nov. 13, 2022 at Munich's Allianz Arena between the Tampa Bay Buccaneers and Seattle Seahawks. Germany will host one regular season NFL game in each of the next four years, alternating between Munich and Frankfurt.

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