



EXPERIENCE THE WERKSELF LIVE

Box VIP East

2023/24 Season

EXPERIENCE UNFORGETTABLE MOMENTS WITH US



WELCOME TO BAYER 04 LEVERKUSEN

Bayer 04 Leverkusen stands for attractive, top-football club – both nationally and internationally.

In 1979 the club was promoted to the Bundesliga and seven years later the “Werkself” qualified for the European Cup for the first time. Bayer 04 have been guests on European football stages for decades and have been playing first-class for more than 40 years.

Experience top performances on and off the pitch at all national and international home matches. Whether in the “Premium Lounge”, in the “19nullvier Lounge” or in the boxes in the south, east or north of the BayArena: the VIP experience in Leverkusen is unique.

This is rounded off by a high level of networking and a unique culinary offer that is unmatched in the Bundesliga. Invite your guests and enjoy the extraordinary atmosphere of our hospitality areas.

Convince yourself – whether privately or on business – of the first-class service from Bayer 04 Leverkusen and become part of the black and red family.

BENEFITS OF THE BAYARENA



YOUR ADVANTAGES AT A GLANCE



CUSTOMER ACQUISITION

With up to 2,000 business guests, we offer you an ideal platform for making new contacts.



CUSTOMER LOYALTY

Use the hospitality areas for emotional, lasting and goal-oriented customer talks.



INCENTIVES

Incentives are great, motivating and appreciative opportunities for your employees, such as VIP tickets to create unique experiences.



TASTE

Do you fancy a culinary showpiece? Our catering in the BayArena is considered one of the best of all Bundesliga stadiums.



EXCLUSIVE AMBIENCE

Enjoy Bayer 04 Leverkusen home matches in the stylish ambience of our hospitality areas.



UP CLOSE

With us, you can experience Bayer 04 home matches with an optimal view from every seat of the BayArena.

BOX VIP EAST



THE MULTI-TALENT OF THE BAYARENA

The box (approx. 30 m²) is the ideal team quarters for everyone who wants to get a taste of the stadium air and at the same time enjoy an exclusive supporting program. You can see the home matches of Bayer 04 Leverkusen (Bundesliga, DFB-Pokal, international and friendlies) on one of the seats directly in the box and experience the stadium atmosphere up close.

Your box in the BayArena is available to you two hours before and up to two hours after the match.

Your services at a glance



Ten (10) padded business seats directly in front of your box



Consistent care by a personal service staff



Individual interior design of your box possible



Individual advertising package tailored to your company goals*



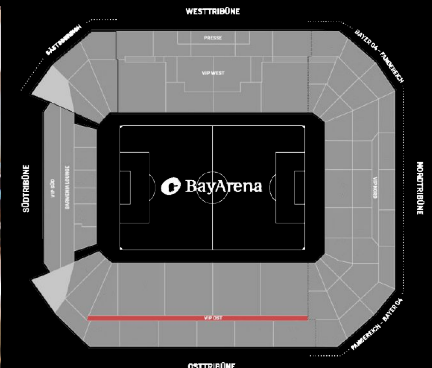
Parking on five (5) slots in the immediate vicinity of the stadium



Various logo presence or company lettering on the TV screens in all VIP areas, on your table display, on bayer04.de with a link and much more



Your own range of food and drinks in your box



■ Your seat in the "Box East" area

*The individual advertising package will be created after consultation with your SPORTFIVE contact.



SPORTFIVE

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