



TOGETHER UNDER THE CROSS

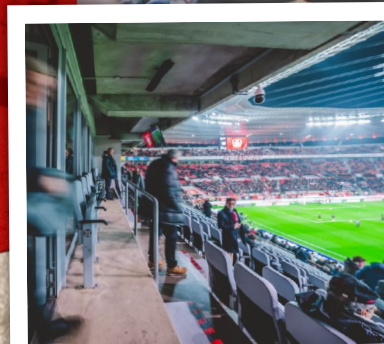
**PROPOSAL
BOX VIP EAST
2025/26 SEASON**



WELCOME AT BAYE 04

EXPERIENCE UNFORGETTABLE MOMENTS

- + Bayer 04 Leverkusen stands for attractive top-class football – **both nationally and internationally.**
- + The club was promoted to the Bundesliga in 1979, and seven years later the “Werkself” qualified for the European Cup for the first time. Bayer 04 has been a guest on the European football stage for decades and has been playing in the top division for 45 years. **And last season the Werkself wrote what is probably the most exciting chapter in the club's 120-year history with its first “double”.**
- + Experience top performances on and off the pitch at all 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 offering that is unrivalled in the Bundesliga. Invite your guests to us and enjoy the extraordinary atmosphere of our hospitality areas.
- + Convince yourself – whether privately or professionally – **of the first-class service from Bayer 04 Leverkusen and become part of the black and red family.**



Direct access to your
business seats



Optimal visibility from
every seat

and much more...

OVERVIEW OF YOUR BENEFITS:

GET THE BENEFITS OF THE BAYARENA



SUSTAINABLE CUSTOMER ACQUISITION

- + With over 2,000 business guests, we offer you an **ideal platform to make new contacts.**



INDIVIDUAL CUSTOMER LOYALTY

- + Use the hospitality areas for **emotional, sustainable and goal-oriented customer conversations.**



SPECIAL INCENTIVES

- + Incentives are great, motivating and appreciative incentives for your employees, **e.g. VIP ticket to create unique experiences.**



EXTRAVAGANT CULINARY DELIGHT

- + Are you in the mood for culinary masterpieces? Our catering in the BayArena is considered **to be one of the best in all Bundesliga stadiums.**



EXCLUSIVE AMBIENCE

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



UP CLOSE

- + With us you can experience the home matches of Bayer 04 Leverkusen **from every seat with an optimal view** of the BayArena pitch.

HOSPITALITY

BOX VIP EAST





HOSPITALITY

BOX VIP EAST



- + Sophisticated private atmosphere thanks to a manageable box size and exclusive use of your box.
- + Twelve (12) comfortable business seats directly in front of the window front of the box for all Bayer 04 home matches (Bundesliga, DFB-Pokal and International).
- + The box is available to you and your guests two hours before and up to two hours after the match.
- + Consistent care by a personal service staff.
- + Own range of cold and hot food buffets.
- + Secure parking in five (5) lots in the immediate vicinity of the stadium.
- + Logo presence on bayer04.de with a link to the company website.
- + Company presentation on the TV screens (conveyor display) in all VIP areas at Bayer 04 Leverkusen home match, in the "Werkself" members' magazine under the heading "Box-Partners' VIP East".
- + Interior design with individual lighting concept and motif selection.





YOUR CONTACT FOR BOX RENOVATION

INDIVIDUAL AND EXCLUSIVE WITH GORACON



+ BODE + SC PREUSSEN MÜNSTER



+ FIEGE + SC PREUSSEN MÜNSTER



+ PRAEMIUM + FC SCHALKE 04

WOULD YOU LIKE TO RENOVATE AND REDESIGN YOUR BOX ACCORDING TO YOUR WISHES?

Then goracon is the right contact!

- + Individual and exclusive
- + Contact person from the idea collection, through the design phase, sampling to completion
- + Coordination of all trades
- + For every budget
- + Short conversion phase on site



YOUR CONTACT PERSON



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SPORTFIVE

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