



EXPERIENCE THE WERKSELF LIVE

Gaming-Lounge VIP East

2023/24 Season

BUNDESLIGA MATCHDAY MEETS GAMING TOP



EXPERIENCE GAMING HIGHLIGHTS IN THE BAYARENA

Bayer 04 Leverkusen is one of the top addresses in professional football in terms of sport and business, and the BayArena is a state-of-the-art stadium with a top digital network.

Since the 2022/23 season, the "Gaming-Lounge" in the east of the BayArena has been the new home of the #B04eSports team from Bayer 04 Leverkusen and you and your company can be there at every home match.

Together we immerse ourselves in the world of eSports on the Werksself matchdays and make football and eSports come alive for your guests and customers.

Your guests will also have the opportunity to measure themselves against the eSports players from Bayer 04 Leverkusen on the console or to ask questions to the eSports professionals.

The „Gaming-Lounge“ is also available for various event concepts away from the match days and can also be used as a conference box.

How does that sound to you?

GAMING-LOUNGE VIP EAST



FOOTBALL FEVER IN THE BLACK AND RED LOUNGE

Relaxed and private atmosphere in the new home of the #B04eSport team: Experience interactive possibilities with your guests and get in touch with the eSports players from Bayer 04 Leverkusen.

The approx. 90 m² gaming lounge is available to you and your guests two hours before and up to two hours after the game to deal with the subject of eSports and the Bayer 04 professional team.

Your services at a glance



Thirty (30) padded business seats directly in front of the lounge



Consistent care by a personal service staff



Individual branding with your logo in the Gaming-Lounge



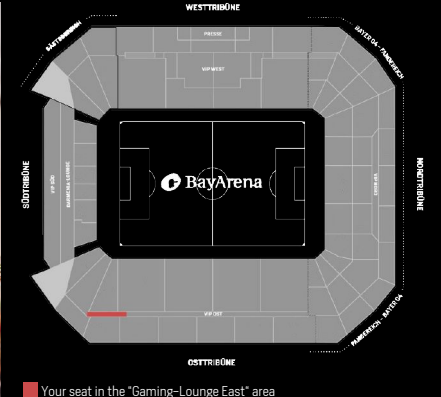
Various logo presence or company lettering on the TV screens in all VIP areas, on your table display, on bayer04.de with a link and much more



Parking on fifteen (15) slots in the immediate vicinity of the stadium



Your own range of food and drinks in your box



■ Your seat in the "Gaming-Lounge East" area



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