



EXPERIENCE THE WERKSELF LIVE

Premium-Lounge VIP West

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.

PREMIUM-LOUNGE VIP WEST



WELCOME TO THE PREMIUM AREA OF THE BAYARENA

Excellent sport in front of a unique backdrop – you can take that literally in the BayArena's largest and most exclusive VIP area. From the spacious bar area to the individual company table where you can enjoy culinary highlights.

The "Premium-Lounge" is the perfect meeting place for you and your guests for a relaxed warm-up program. The area is available to you two hours before and up to two hours after the match.

Your services at a glance



Padded business seat in the grandstand



Continuous care by hostesses and service staff



A dedicated corporate table for every four (4) VIP Annual Passes



Exclusive access for customers from the areas: Premium-Lounge, South Boxes and East Boxes



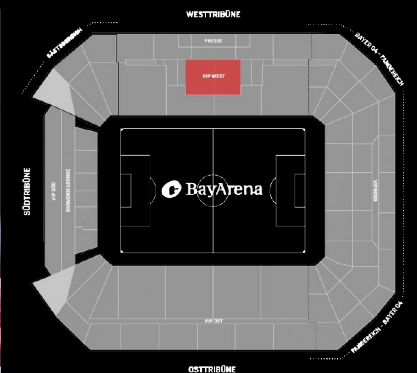
A parking slot in the immediate vicinity of the stadium for every two (2) VIP annual tickets



div. 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



Extensive range of food and drinks, themed kitchens, live cooking and much more.



■ Your seat in the "Premium-Lounge" area

MANAGEMENT SUMMARY



YOUR OFFER

- Premium-Lounge VIP West 4,650.- € per VIP annual season pass

The **"Premium-Lounge"** category incl. all Bundesliga home matches of Bayer 04 Leverkusen for the above price.

Would you like to see all the "Werkself" competitive matches in the BayArena? Then you have the option of booking **"Bundesliga Plus"**.

BUNDESLIGA PLUS

With the **"Bundesliga Plus"** model, you not only secure your business seat for all Bundesliga home matches, you also automatically book all other mandatory matches in the BayArena (DFB Cup and international competitions).

With the **"Bundesliga Plus"** model, **you automatically benefit from a discount of at least 20%** compared to the existing customer price of additional cards.

Billing is based on the competitive matches actually played in the BayArena.

All prices plus VAT and, if applicable, production costs.

**The VIP match day tickets for the additional competitive matches in the BayArena (DFB Cup and international competitions) will be sent by email as a PDF and/or directly to your account in the Bayer 04 app before the match days.*



SPORTFIVE

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