



TOGETHER UNDER THE CROSS

**PROPOSAL
PREMIUM-LOUNGE VIP WEST
2025/26 SEASON**

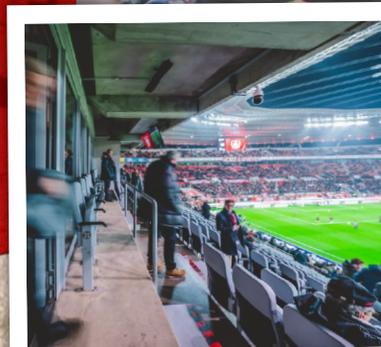


**TROPHIES
UNDER THE CROSS 2024**

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.



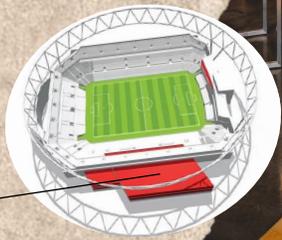
UP CLOSE

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



HOSPITALITY

PREMIUM-LOUNGE VIP WEST



**HOSPITALITY
AREA**

Premium-Lounge
VIP West





HOSPITALITY

PREMIUM-LOUNGE VIP WEST



- + See and be seen - that applies to the management and board of Bayer 04 Leverkusen before, during and after the match, as well as to our players after the match.
- + A spacious bar area as the perfect meeting place and location for you and your guests in the BayArena's "Premium Lounge VIP West" on all Bundesliga match days.
- + Reserved business seats in the main grandstand in the lower tier of the BayArena.
- + The exclusive and stylishly furnished area is available to you and your guests two hours before and up to two hours after the match.
- + One (1) reserved company table from two (2) booked business seats.
- + Continuous care by hostesses and service staff.
- + Extensive range of cold and hot food buffets, themed kitchens, live cooking and much more.
- + One (1) parking space for every two (2) business seats 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 matches.
- + Logo presence or company lettering on your table display.





SPORTFIVE

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