

BECOME A PARTNER IN THE WORLD OF HANDBALL



OUR ROLE

IN EUROPEAN HANDBALL

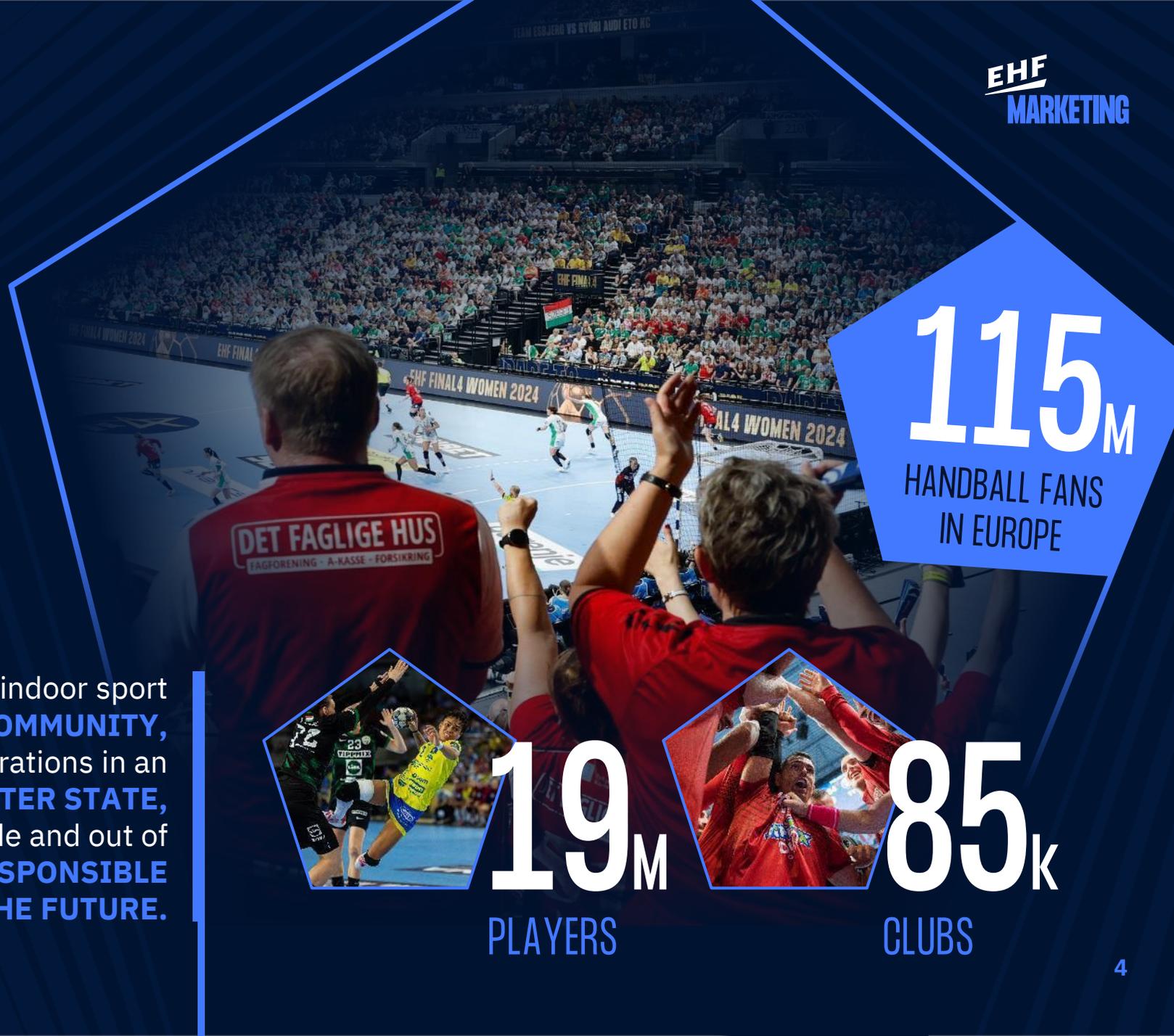
EHF Marketing is the marketing arm and subsidiary of the **EUROPEAN HANDBALL FEDERATION** and responsible for the exploitation, organisation and promotion of the **EHF CLUB COMPETITIONS**.



OUR PROMISE

FOR THE FUTURE

We will be the most attractive indoor sport and grow our **COMMUNITY**, pass on the sport to future generations in an even **BETTER STATE**, be courageous and clever inside and out of the handball arena to become **RESPONSIBLE CONTRIBUTORS TO THE FUTURE**.



115_M
HANDBALL FANS
IN EUROPE



19_M

PLAYERS



85_k

CLUBS

OUR APPROACH

TO BRING PARTNER-CENTRIC COLLABORATION TO LIFE

Our partnership approach is based on **SERVING THE SPECIFIC NEEDS** of our partners to help them **ACHIEVING THEIR OBJECTIVES.**

✓ **ENHANCING YOUR EFFORTS**

+ **SUPPORTING YOUR OPERATIONS**



OUR MEDIA REACH

FOR YOUR
BRAND STORY

80+

BROADCAST
TERRITORIES



500+

MATCHES
PER ANNUM



636^M

TV AUDIENCE
PER ANNUM



23^k

BROADCAST
HOURS P.A.



OUR DIGITAL UNIVERSE



FOR INCREASED FAN
ENGAGEMENT

3.3_M
SOCIAL MEDIA
FOLLOWERS

42_M
TOTAL INTERACTIONS
PER ANNUM

1.2_B
TOTAL REACH
PER ANNUM

OUR LIVE ATTENDANCE

TO GET IN TOUCH WITH

1.4_M

LIVE SPECTATORS
PER ANNUM



80_K

VIP GUESTS
PER ANNUM



Source: EHF Marketing 01 July 2024 – 30 June 2025

OUR FINAL4 EVENTS

THE PINNACLE OF THE
EHF CHAMPIONS LEAGUE



20,022 ATTENDANCE RECORD
EHF FINAL4 WOMEN 2023
1,200 VIP GUESTS
MVM DOME, BUDAPEST

90% "The EHF FINAL4 events are the most important events in European Handball"^{**}

WATCH RECAP
VIDEO HERE



Truck
Scout24



20,074 ATTENDANCE RECORD
TRUCKSCOUT24 EHF FINAL4 2025
2,000 VIP GUESTS
LANXESS arena, COLOGNE



WATCH RECAP
VIDEO HERE



OUR COMMUNITY

IN FOCUS



AGE & GENDER

67%   33%

38% Age under 35

41% Age 35-54

21% Age 55+

LIVING SITUATION & FAMILY

58.4% 

Multi-person households

82.9% 

I like to attend handball matches with my family

PURCHASING POWER & EDUCATION

35.9% 

Top 2 income brackets

74.5% 

High education level

LIFESTYLES & PURCHASE INTERESTS

80.7% 

I like to buy high-quality products

80.2% 

I think it's important to act sustainably

OUR PARTNERS

IN THE SPOTLIGHT



PARTNER AWARENESS

70% gorenje

Long-standing partner
Gorenje is achieving the highest sponsorship awareness

65%  MACHINESEEKER

Title partner Machineseeker is achieving the highest sponsorship awareness of our B2B-focused partners

INCREASE BRAND APPEAL

3.6 Average likability rating on from people that **are aware of the partnership**



2.3 Average likability rating on from people that **are not aware of the partnership**

BRAND RELEVANCE

85% are filled with pride when their employer is active as a sports sponsor

70% prefer products from companies that sponsor sports over products of the same price & quality

57% have bought a product or service after seeing them sponsoring handball

SHOWCASE YOUR BRAND

72% are interested in attractive content

65% look for limited collections of products

64% search for exclusive on-site experiences

63% search for monetary benefits when purchasing products

OUR ESG ROADMAP

FOR CHANGE

3 STRATEGIC PRIORITIES



ECOLOGICAL SUSTAINABILITY

Follow the ambition towards climate neutrality.



GOVERNANCE

Be Europe's thought leader for fairness and governance in sports.



SOCIAL RESPONSIBILITY

Foster an equal, inclusive and skilled handball ecosystem and community.

We want to become one of **THE MOST SUSTAINABLE TEAM SPORT** federations and pass on the sport to **FUTURE GENERATIONS** in an even better state than we received it!

YOUR OPPORTUNITIES

TAILORED TO MAKE AN IMPACT



Utilize naming
& IP rights

OWNERSHIP



Increase your
Brand Visibility

BRANDING



Deepen the Fan
Experience

ACTIVATIONS



Drive Fan
Engagement

CONTENT



Elevate Business
and Network

HOSPITALITY



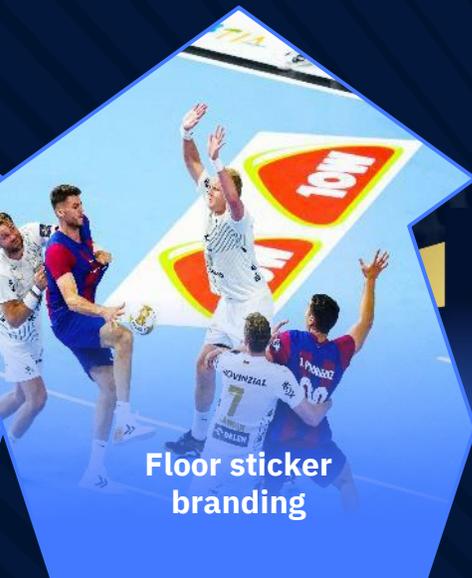
**Presenter
naming right**



**LED board
presence**



**Exclusive & innovative
branding**



**Floor sticker
branding**



**TV branded
presence**

BRANDING

INCREASING YOUR BRAND VISIBILITY



On-site activation rights



EHF club competitions supply



Authentic brand integration



Showcasing opportunities



On-site sampling rights

ACTIVATION

DEEPENING THE FAN EXPERIENCE



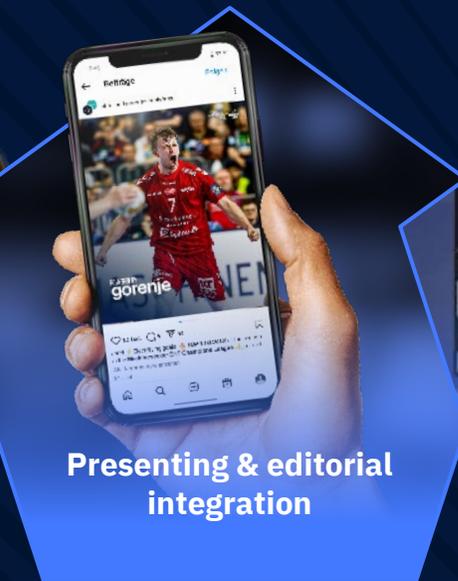
Content usage rights



Player usage opportunities



Content production & distribution



Presenting & editorial integration



Joint polls & competitions

CONTENT

DRIVING FAN ENGAGEMENT



VIP lounges at the final events



Seasonal VIP ticket contingent in all arenas



Promotional tickets



Networking events



B2B matchmaking support

HOSPITALITY

ELEVATE BUSINESS AND NETWORK

OUR COLLABORATIONS

FOR BEST PRACTICE



Boosting the brand visibility



Utilizing positive emotions



Integrating the brands products

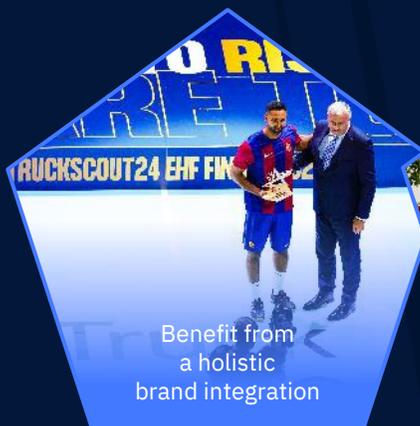


Attracting handball fans from Europe



BOOSTING THE BRAND VISIBILITY

WITHIN THE DESIRED TARGET GROUP



Benefit from a holistic brand integration



Be present in all formats



Stay at the center of attention through relevant branding



gorenje

TRANSFERRING POSITIVE EMOTIONS

FROM HANDBALL MATCHES TO THE BRAND



Unite fans
from all
nationalities



Support young
players on their
way up



Celebrate the
EHF FINAL4
weekend
with the fans





DELIVERING THE WORLD'S BEST HANDBALLS

TO THE WORLD'S BEST COMPETITIONS



Position the brand
right in the heart
of the action



Experience the
quality and performance
of the product



Create an
emotional connection
with the fans





PROMOTING THE VALUE AND BEAUTY

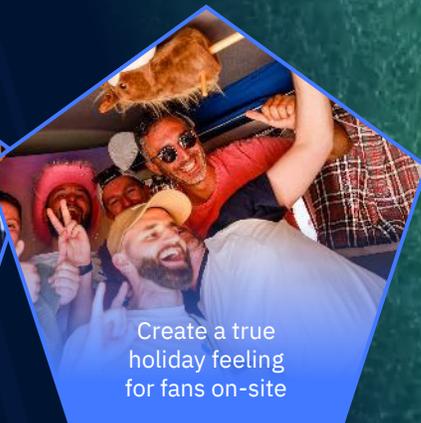
OF CROATIA TO HANDBALL FANS



Cross-promotion in and outside the arenas



Host training camps for handball teams in the region



Create a true holiday feeling for fans on-site



ZOLTAN NAGY

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EHF
MARKETING

**BE PART OF
THE GAME**

