



Experience Basketball in Cologne

SEASON 2016/17
2. BUNDESLIGA - PRO A

A Long Tradition

 in basketball and success

ASV Köln/BSC Saturn Köln

Champion 1981, 1982, 1987, 1988 Cup 1980, 1981, 1983

Galatasaray Köln

RheinEnergie Köln/Köln 99ers

Champion 2006 - Cup 2004, 2005, 2007

 but also in financial disasters and comebacks



Our Board of Directors

Stephan Baeck

Managing Partner

as Athlete

- ✓ Olympic Games 1992
- ✓ European Champion 1993
- ✓ Euro Cup Winner 1995
- ✓ 6x German Champion
- ✓ 3x German Cup Winner
- ✓ awarded with the Silver Laurel

as Manager

- ✓ German Champion 2006
- ✓ German Cup Winner 2004,2005, 2007

Lukas Podolski

Shareholder

- ✓ Soccer World Champion 2014
- ✓ German Champion
- ✓ German Cup Winner
- ✓ English Cup Winner

Christoph Körner

Shareholder | won several German Championships and Cups

Marc-Thilo Schott

Shareholder | former Basketball Bundesliga player

Gerd Mager

Shareholder

Lars Meyer

Shareholder

Jan Odendahl

Shareholder



The New Path

RheinStars Köln a basketball association consisting of SG Köln 99ers, ASV Köln and MTV Köln 1850

- ✓ About 800 active members, starting from age 6 to senior teams
- ✓ 46 teams competing in organized leagues at all skill levels
- ✓ The second largest basketball club in Germany
- ✓ The first citywide basketball association in Cologne
- ✓ A widespread engagement in more than 20 school teams, youth camps and varsity teams in all age groups
- ✓ A playful education in social skills, capacity for teamwork and integration





**RHEIN
STARS**
KÖLN

The Way Back

- Season 2013 | 2014
 - Senior Promotion to **1. Regionalliga | Cup Final**
 - NBBL Playoff-Participation | continuous prospect development
 - JBBL Continuous prospect development
- Season 2014 | 2015
 - Senior Promotion to **ProA (2. Bundesliga)**
 - NBBL Continuous prospect development
 - JBBL Continuous prospect development
- Season 2015 | 2016
 - Senior Establishment in **ProA (2. Bundesliga)**
 - NBBL Playoff-Participation | continuous prospect development
 - JBBL Playoff-Participation | continuous prospect development
- Season 2016 | 2017
 - Senior Promotion to **BBL (1. Bundesliga)**
 - NBBL Playoff-Participation | continuous prospect development
 - JBBL Playoff-Participation | continuous prospect development



Talent Pool

Professionals

- ✓ **Tibor Pleiss**, National Team | Utah Jazz, NBA/USA
- ✓ **Phillip Schwethelm**, National Team | EWE Baskets Oldenburg, Beko BBL
- ✓ **Marcin Gortat**, National Team | Washington Wizards, NBA/USA

Junior National Team Players

- | | | |
|------------------|-------------------|----------------------|
| ✓ Jonathan Malu | ✓ Lennart Steffen | ✓ Viktor Frankl-Maus |
| ✓ Paulina Körner | ✓ Tibor Taras | ✓ Tim Van der Velde |
| ✓ Leon Baeck | ✓ Leon Okpara | |

Regional and National Selection Team Players (DBB and WBV)

- | | | |
|-------------------------|--------------------|----------------------|
| ✓ Thomas Müller-Laschet | ✓ Nicklas Behler | ✓ Marco Schwippe |
| ✓ Julia Buchmüller | ✓ Timo Hardt | ✓ Luca ten Doornkaat |
| ✓ Mantonsi Mavinga | ✓ Jonas Gottschalk | ✓ Jonas Schlameuß |

Achievements

- | | |
|------|--|
| 2016 | NBBL/JBBL reaches Playoffs, U16 reaches Top 4, |
| 2015 | NBBL reaches Playoffs, U16 reaches Top 4 |
| 2014 | NBBL reaches Playoffs |
| 2013 | U12 West German Championship |
| 2012 | JBBL among best 8 Teams in Germany |
| 2011 | JBBL among best 8 Teams in Germany |
| 2010 | U18 West German Championship |
| | JBBL among best 8 Teams in Germany |
| | U14 German Championship |
| 2009 | U14 West German Champion |



Media Interest

Since June 11, 2013 the RheinStars Köln vision is receiving national attention

- Articles in local and national print media
- Online reporting on websites like:
 - ✓ sportschau.de
 - ✓ handelsblatt.de
 - ✓ focus.de
 - ✓ sport1.de
 - ✓ kicker.de
 - ✓ Sat1 Videotext
 - ✓ many more local, regional, and national news sites
- TV coverage on WDR, Köln TV and Sport1
- Radio coverage on WDR and Radio Köln
- Intensive medial support through Facebook | over 4.500 likes in the first few hours after launch



Our Venue



LANXESS arena



Our Fans

🇩🇪 First accomplishments

- ✓ During the 2013-2014 season between 200 and 400 fans attended the RheinStars games (5. Division), this shows that Basketball is back in Cologne
- ✓ In the summer of 2014 the RheinStars opened their season with a friendly game against FC Bayer Munich in front of 6000 fans.
- ✓ During the 2014-2015 season (4. Division) on average more than 850 fans attended games at the ASV gym.
- ✓ In 2015-2016 – ASV gym 960 (6/10 sold out) – LANXESS arena 2.250 per game

🇩🇪 Projected Capacity Utilization

- ✓ Attendance development is closely linked to the RheinStars on-court success
- ✓ Projected average attendance figures:
LANXESS Arena 3.000 Fans (capacity 4000)

🇩🇪 Once in the Beko BBL attendance is planned to be at 80%

	Capacity of the arena	Average Attendance
Beko Basketball Bundesliga	6.000	4.800 Fans
	8.000	6.400 Fans



Sponsoring Structure

Name Giver

Main Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Cooperation Partner

Rheinstars & Friends



Our Sponsors

weinor



STRASSENKICKER.®



unitymedia



INTANDI
corporate design - production - logistic



Canada Life™
Frischer Wind. Klare Flüsse. Feste Wurzeln.



VETO
Mehr als sportlich.



e-weinzierl



auping
Auping nights, Better days



smart teeth
weil Sie es wert sind



vanity



Advertiser/Community

Capitalization of Members and Schools

- ✓ Incorporation of Lukas Podolski to activate promotion campaigns
- ✓ Joint foto ops for sponsors, the RheinStars team and Lukas Podolski
- ✓ Incorporation of more than 800 club members for promotions with our sponsors
- ✓ Sponsor involvement in the more than 20 RheinStars school teams
- ✓ Sponsor involvement in amateur teams and prospect development



Social Media

Capitalization of Members and Schools

- ✓ Livestream broadcasting
- ✓ Facebook/Instagram/Snapchat/Twitter
- ✓ using player account for distribution
- ✓ Storys including sponsor partners



Where To Go Next

-  new homebase and gym in a very special area – urban, mixed cultures
-  definition of our values
-  (maybe) new definition of our story
-  activating a younger cross cultural target group
-  ... and going back to first league



Beko BBL Growth



- ✓ **Total League Income (+53% to € 97.8m)***

Ø-Team Budgets: 4.5m €

- ✓ **Attendance Figures (+20% to 313m)***

This corresponds to a current capacity utilization of 88% due to an average attendance of 4,655 fans per game and a current average stadium capacity of 5,274 fans

- ✓ **Media Exposure (+290% to 3.2b)***

- ✓ **Beko BBL Fans (+133% to 9,85m)***

* In the last 5 years
Source: Repucom 2015

Vereine	Zuschauer	Kapazität	Auslastung
Bamberg	6.800	6.800	100%
Bayreuth	3.133	3.600	87%
Berlin	10.147	14.500	70%
Bonn	5.588	6.000	93%
Braunschweig	3.307	6.100	54%
Bremerhaven	3.768	5.187	73%
Frankfurt	4.304	5.002	86%
Gießen	2911	4.003	73%
Hagen	3.108	3.145	99%
Ludwigsburg	3.343	4.500	74%
MBC	2.445	3.000	82%
München	6.128	6.700	91%
Oldenburg*	3.867	6000	64%
Quakenbrück	2.999	3.000	100%
Trier	4.321	5.900	73%
Tübingen	2.788	3.132	89%
Ulm	6.000	6.000	100%
Würzburg	3.140	3.140	100%



Beko BBL in the Media

TV-Coverage

- ✓ All games live and in HD on Telekom Basketball and about 50 games on free TV
- ✓ 150,000 fans per game day on Telekom Basketball with a total reach of 4 Mio. fans (through IPTV, PC, tablet and smartphone)
- ✓ 390,000 fans per game on Sport 1
- ✓ 3.2b TV ad contacts
- ✓ Cup final + highlights on ARD / ZDF

Print and Online reach

- ✓ 5.5b print media ad contacts
- ✓ 16b online media ad contacts (IVW certified)



Thank you

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