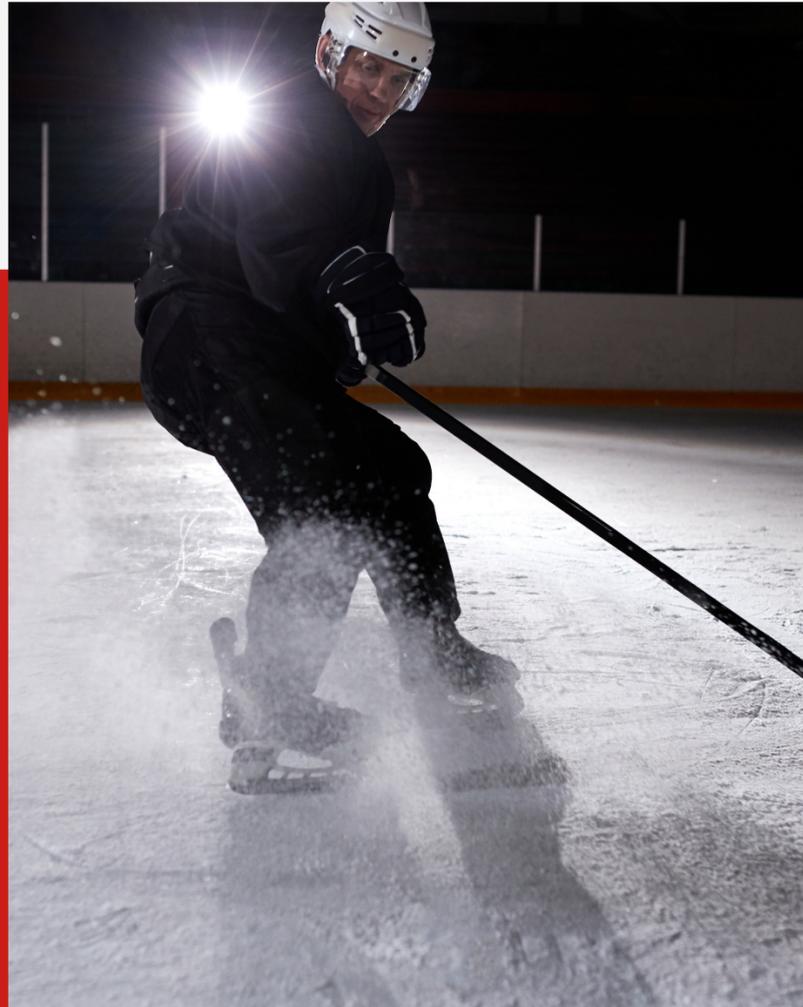


VANESSA NORD 11.06.2021



# Business development in ice hockey

with the help of sustainable  
strategies and concepts

# Sustainable Sport

Ecological

Social

Economic

*„Sport has the power to change the world“*

- Values
- Responsibility
- Role Model

# Starting Cooperation 2019

Vanessa Nord - DEL2



sponsorships and sales

Only "the second"

No Free-TV

to big for local  
sponsor

to small for  
(inter-) national  
sponsor

# Challenge 2020

**03/20** Break-off the season 2019/2020 without play-offs and play-downs

**04/20** Sportsbusiness with problems because of finishing seasons and no perspective with fans in the stadium

**05/20** projects to show solidarity, to help and support each other

# Our Idea – Giving visibility

No player, who could be the face of a project

Give our social media reach

Digital Coin: Follower

Company design their own Post and we present it

Being solidary with all companies

8 Weeks – 44 Companies



# Our Journey



No possibility for big partnerships because of pandemic

 Using Feedback of  
our social project  
"giving visibility"

Learnings from economy  
and crisis-management of  
small businesses

Ice hockey is an emotional  
stage with a loyal fanbase

Being a crowd could be  
solution

Everyone give what they  
could

# Founding Business-Club

30.12.2020



**POWER  
PLAY**   
MIT HERZBLUT ZUM EISHOCKEY 

# Business-Club



One of the first  
for a league

Team spirit  
with economy

Own Slogan

1 year  
Membership  
2.500€ Fee

Meetings  
Insights  
Network  
Incentives

10 Members

# Future

01

Promotion to DEL since season 2020/2021: DEL2 is more noticed by media

02

Anew Media right contraction 2021

03

Growing with the POWERPLAY Business-Club

04

Conservative and enduring growing of the league and the clubs with a try-and-error-mentality



■ VANESSA NORD  
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**Thank you!**

