

TSV Bayer Leverkusen, Germany

2013 EHF Club Management Seminar

„Spectator Sport Handball – Best Practice Models“

31 May – 1 June 2013 in Cologne, Germany

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www.tsvbayer04.de

Sport ist unsere Leidenschaft

„Wenn Elfen helfen...“ - when elves help...

We have social activities under the umbrella „Wenn Elfen helfen....“



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- **UNICEF, Leverkusen** – Marlene Zapf, German national player, is ambassador for this organisation
- **Deutsche Krebshilfe e.V.** – Andreas Thiel (President Handball Club) and Renate Wolf (Managing Director Handball Club) are ambassador for Deutsche Krebshilfe e.V.
- **Environment week, Burscheid** – the whole team support in 2013 this activity. 3 players made by hand together with a class of children birdhouses. All players support a action to collect rubbish



Since two years we have a cooperation with Germans cancer foundation.

- Logo on the playing-shirts
- Logo on the warming-up-shirts
- 1 st. Team with such cooperation in the German-Bundesliga
- Next saison also our Junior-Team will get the logos on the shirts.
This team will play in the Junior-Bundesliga
- We present the logo on our homepage, game programm, flyer, cups, etc.





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- At each match there is a auction where we sell original-dresses from popular players to the highest bidder. e.g. EM-Shirt Laura Steinbach, Dress from THW-Kiel, goalkeeper-dress from Andreas Thiel
- Each match we have a raffle (50 raffle-tickets / each €2,00). And we draw 2 people for two original-playershirts. The raffle-tickets are sold by injured players
- In Summer 2013 we will start to involve in our yearly children-summer-camp a nutrition-session. The bundesliga-player work as coaches for the children.



- Also in our yearly-coach-symposium we will include a nutrition session.
- At Christmastime we had a big christmas-market with homemade cookie.

„Wenn Elfen helfen....“

Positive effects:

- Collect money for the foundation
 - Good PR-activities – also for the club
 - People see the players and the club with another view
 - Improve peoples health
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- **Players take responsibility**



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TSV Bayer 04 Leverkusen e.V.

Thank you for your attention!



See you in Leverkusen!



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