



EUROPEAN HANDBALL
FEDERATION



EHF Club Management Seminar

focusses on players' role in marketing
Cologne – May 26th 2018

Agenda



1. Initiation

- Introduction topic
- Introduction lecturers

2. uhlsport & the marketplace

- Introduction uhlsport GmbH
- Introduction teamsport market including current changes / chances / risks

3. Team Sponsoring

- Team Sponsoring Kempa
- Kempa additional benefit concept

4. Testimonial Sponsoring

Initiation



- 42 years
- married, 2 kids
- professional handballplayer 93-04
- self-employed 2004-2010 (agent + distributor LEGEA Germany)
- sports director OSC Rheinhausen 2011-2013 (2. League)
- head of sales Germany uhlsport 2011-today
- Head of Global Sales uhlsport 2014 (Interims)
- Lecturer IBA 2015-today (IBA University)

Mirko Bernau
Head of National Sales uhlsport GmbH



- 31 years
- unmarried, one daughter
- semi-professional handballplayer
- bank business management assistant 2006- 2009
- University Oldenburg
- industrial & sport management
- professional experience: TBV Lemgo
- SMI | Sport & Entertainment
- Sponsoring Manager Kempa 2014
- Founder of www.bookingsportstar.com (2017)

Tim Grothaus
Sponsoring Manager Kempa

Initiation

Introduction uhlsport GmbH

uhlsport GmbH
ONE TEAM. ONE SPECIALIST.



legal status

family owned midsize company,

Managing Director

Melanie Steinhilber (CEO),
Dominik Solleder (CEO), Peter Kuhl (CFO)

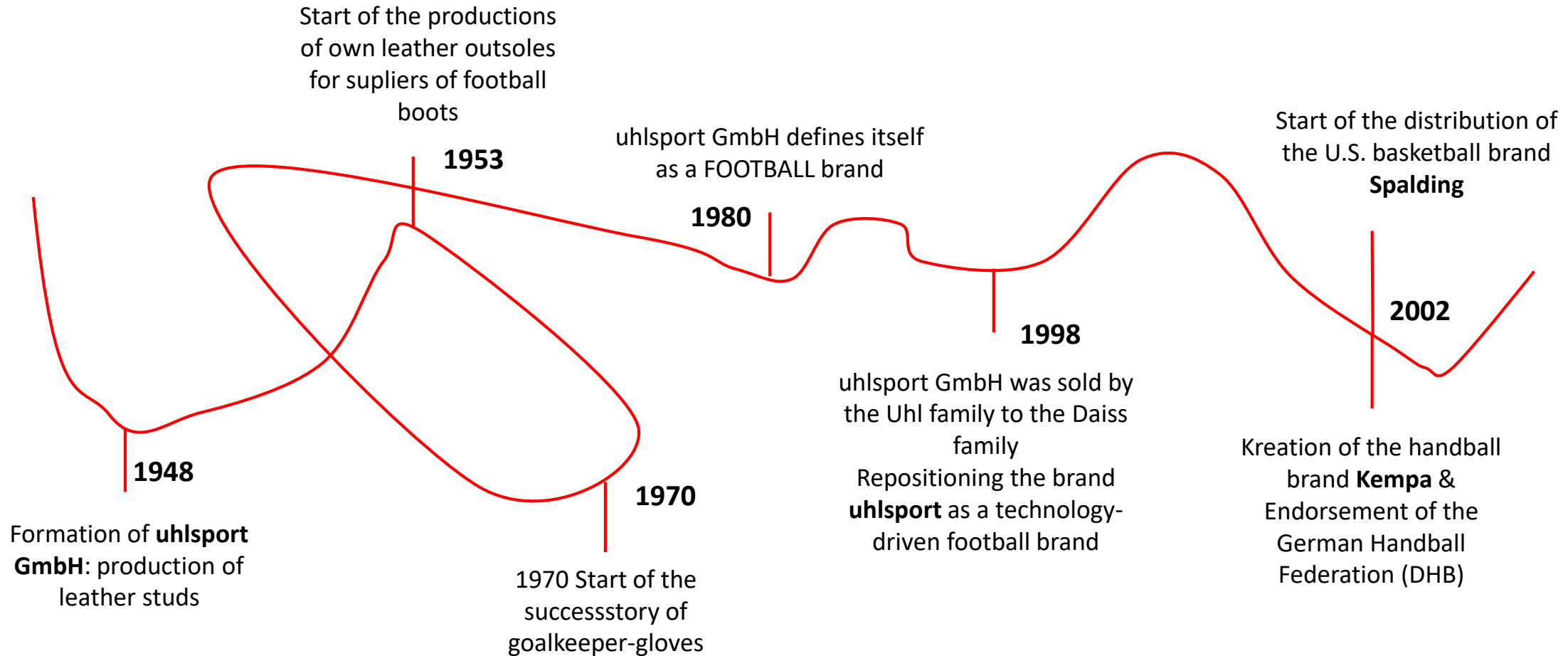
Headquarter

Balingen (30.000 citizen),
South part of Germany, near Stuttgart

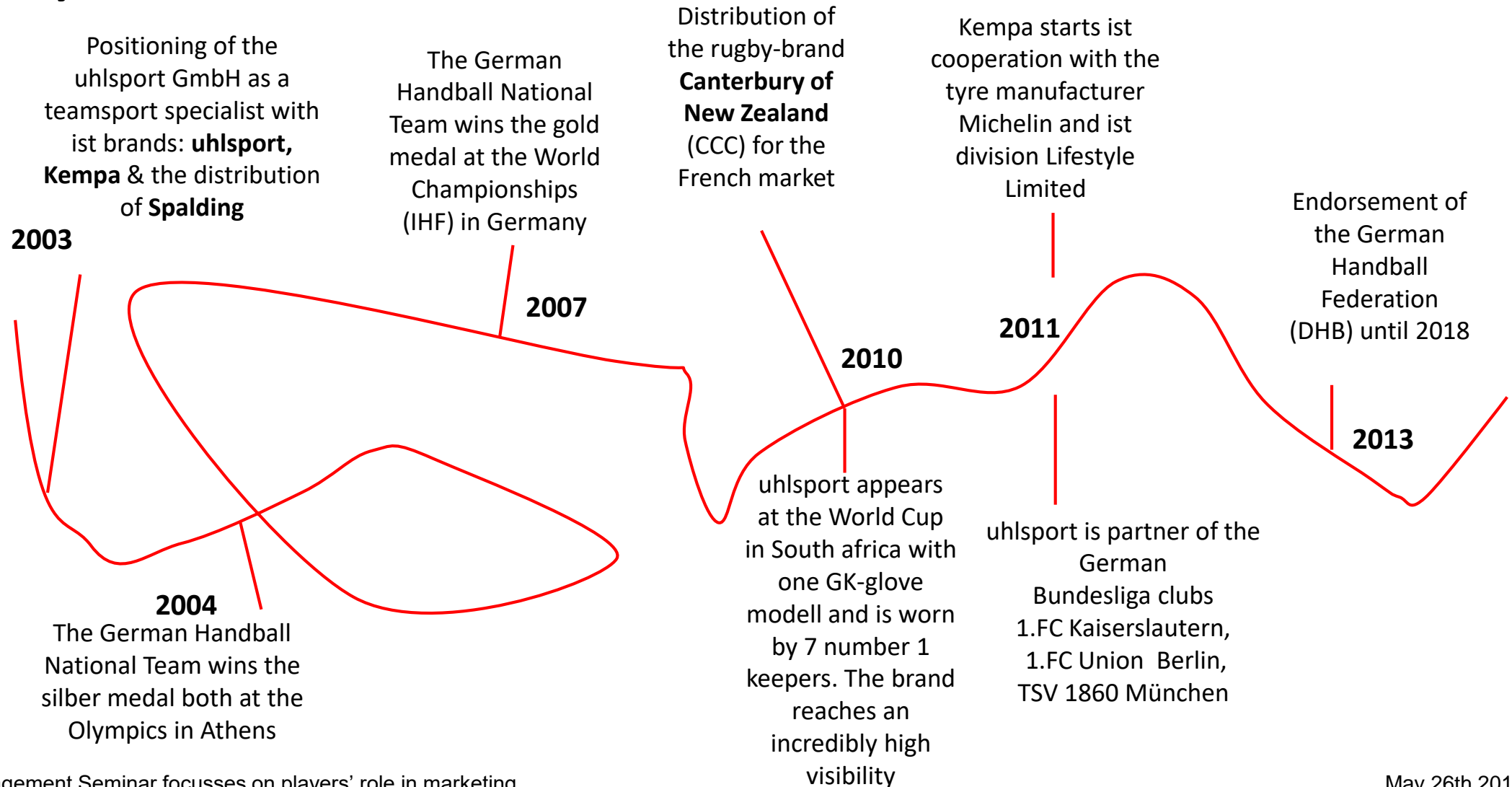
Employees

App. 150 in the headquarter
+ 60 (subsidiaries + country management)

Initiation History

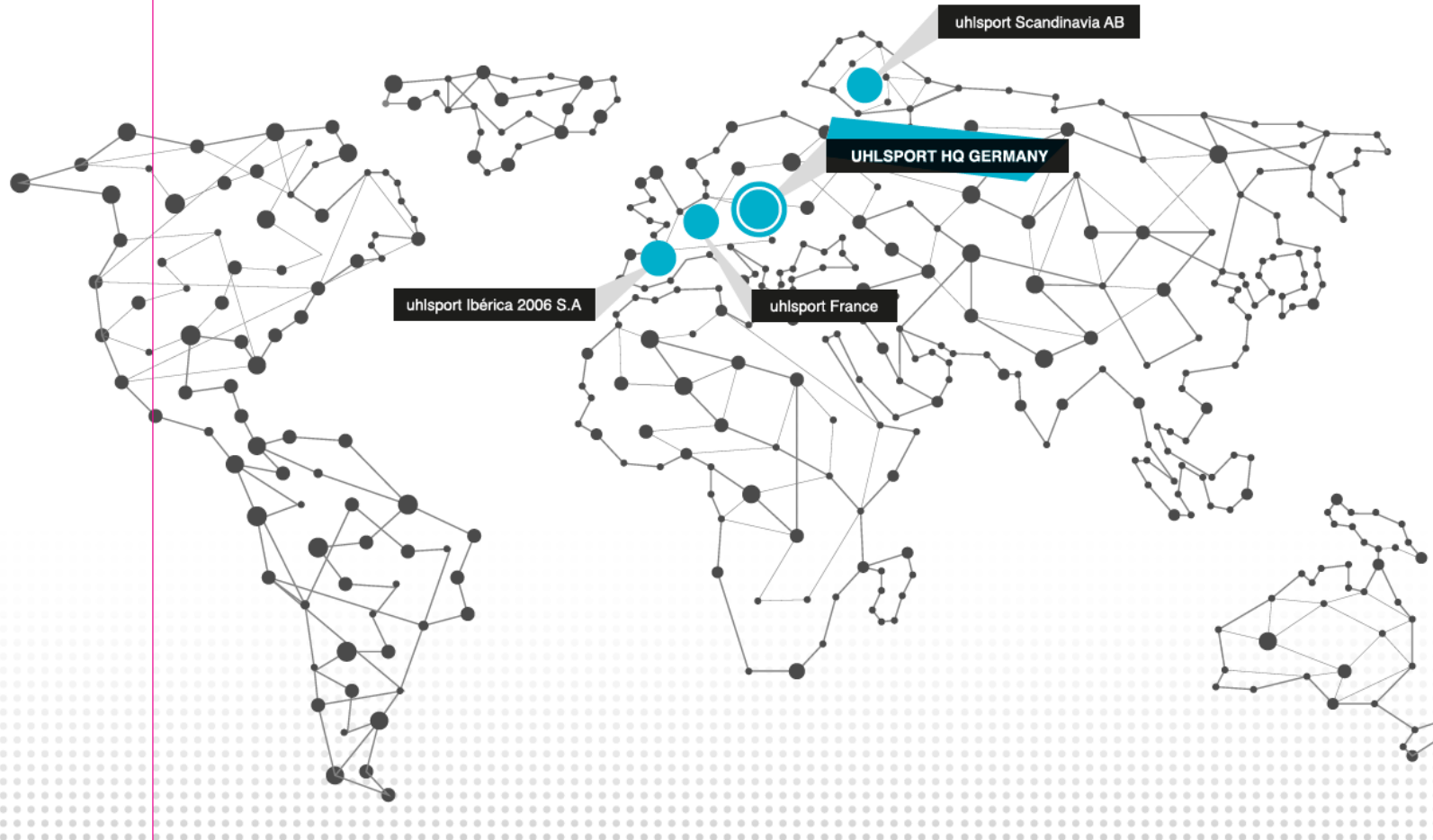


Initiation History



Initiation

Introduction uhlsport GmbH



Subsidiaries:

- France
- Spain
- Scandinavia

Country Manager

- UK
- Austria/Switzerland
- BeNeLux

Global delivery of more than 80 countries!



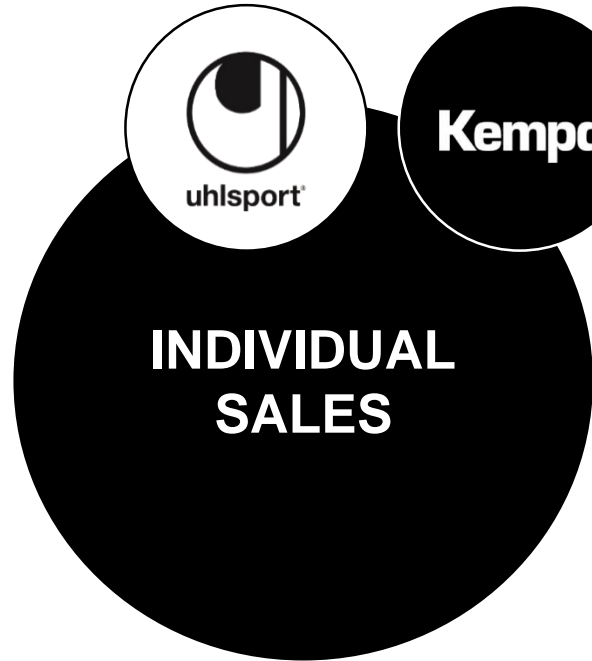
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**4 brands
4 stories.**

1 strategy

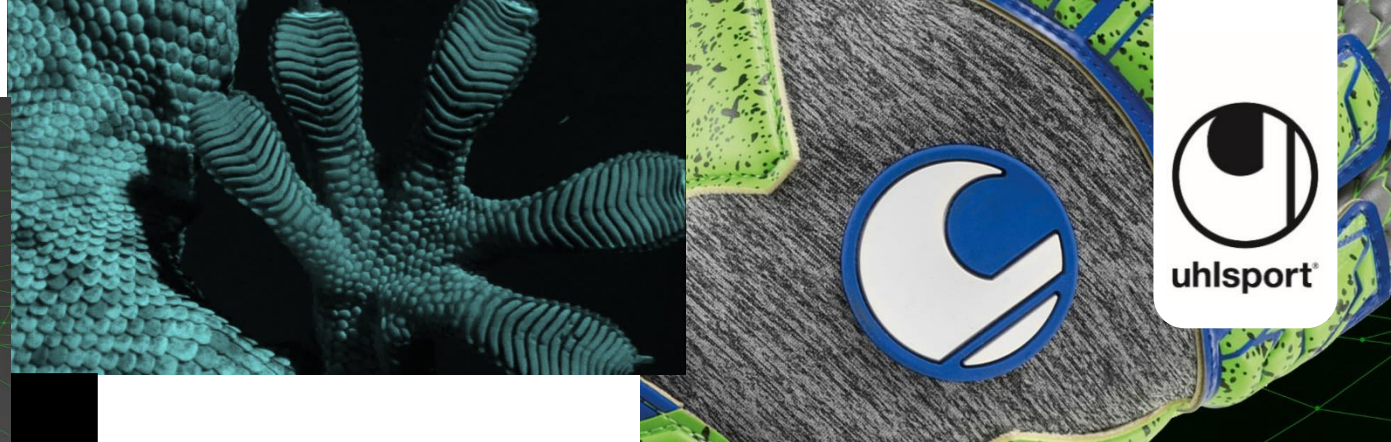
Our Offer



gloves
shinguards
Handball shoes
Potable Units
Merchandise

Textile
Balls
Bags
Creator Articles
(Socks, Balls, shirts)

Goalkeeper Gloves



uhlsport of GERMANY

TECHNOLOGY
DRIVEN



NBA + Euro League + BBL + AFC + LNB + etc.





768 x 432 - skysports.b



BLK



2002

birth of Kempa



loud – young – progressiv!



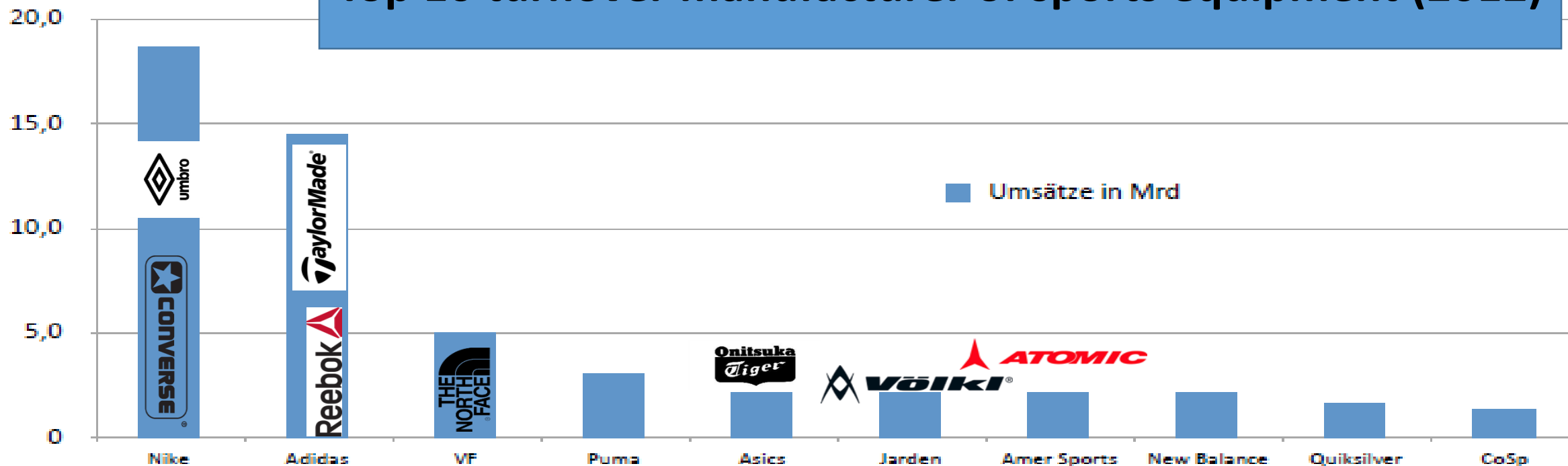
German Handball Federation



Sports Industry



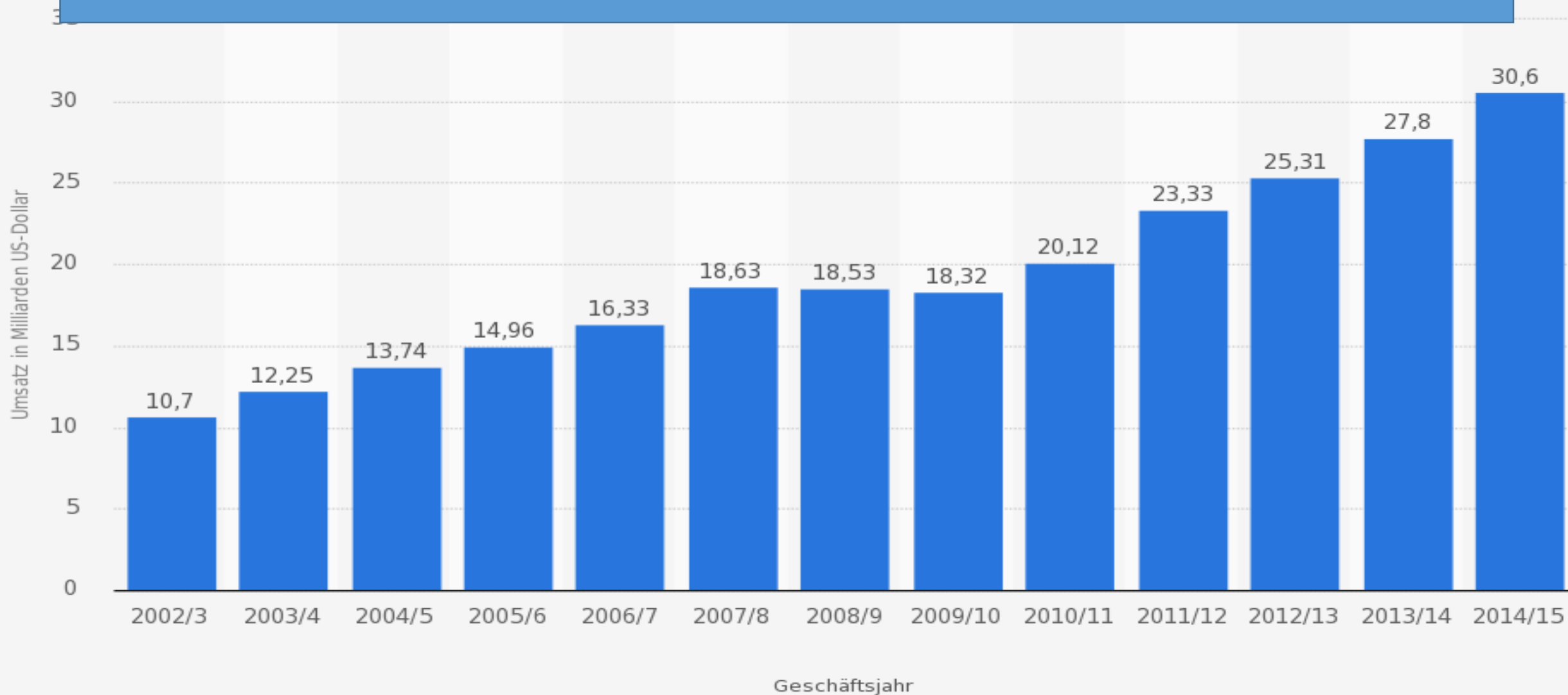
Top 10 turnover manufacturer of sports equipment (2012)



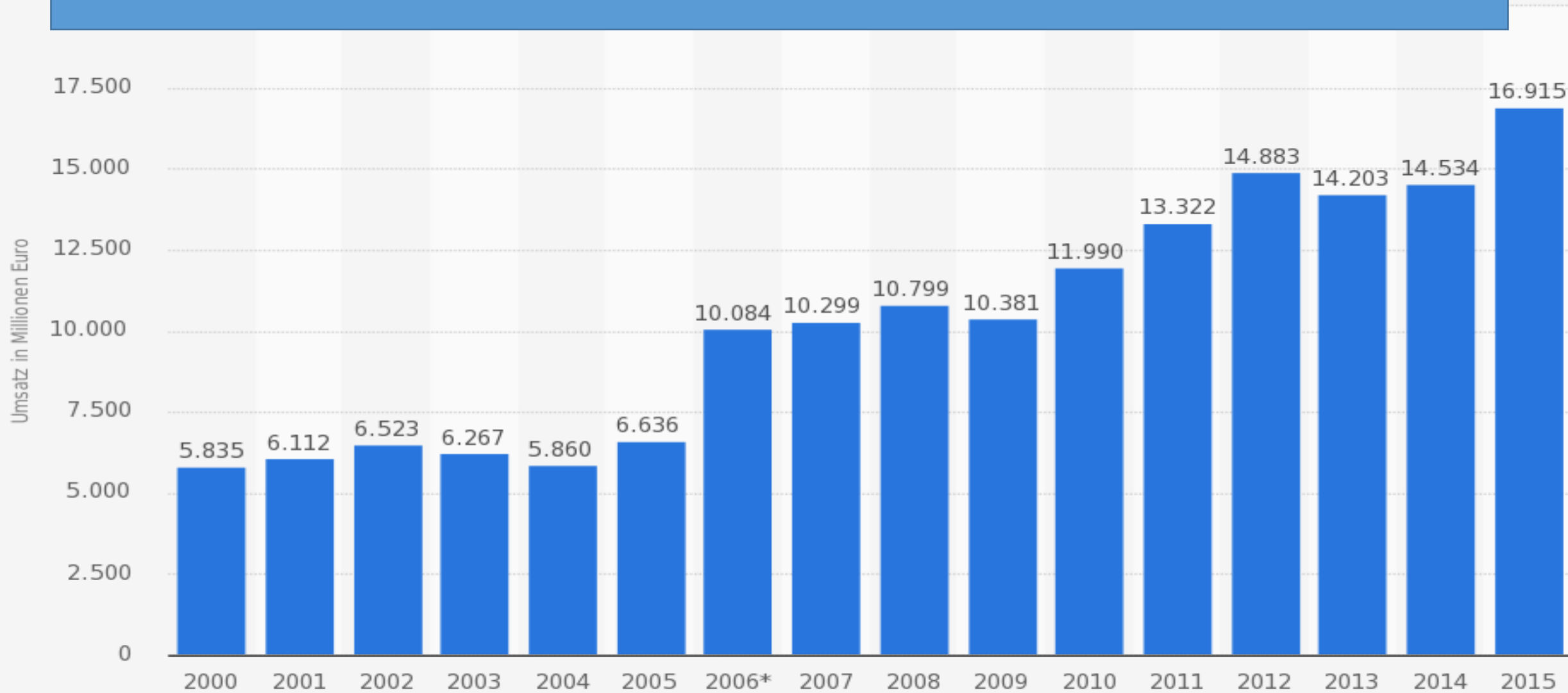
Dominik Sommerfeld

Anima sana In Corpore Sano

Global Nike turnover from 2002/2003 to 2014/2015 (in Billion USD)



Global adidas turnover from 2000 – 2015 (in Million Euro)



Top 9 turnover manufacturer of sports equipment (2017)

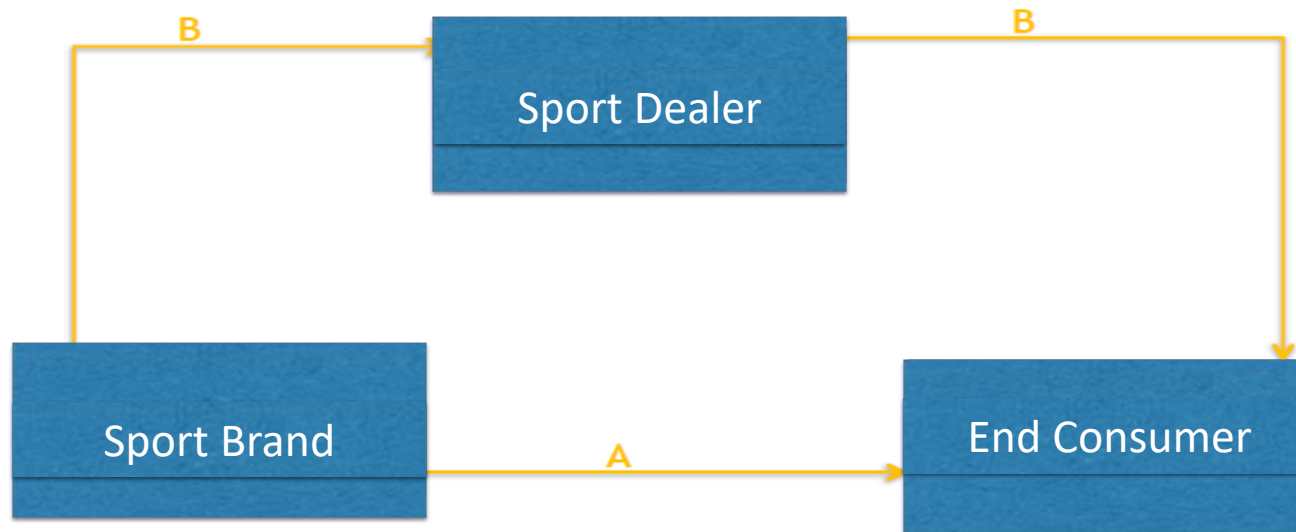
9. Billabong / Quiksilver	1,61 Billion Euro
8. Columbia	2 Billion Euro
7. Asics	3,02 Billion Euro
6. New Balance	3,6 Billion Euro
5. Under Armour	4,06 Billion Euro
4. Puma	4,14 Billion Euro
3. VF Corporation	9,73 Billion Euro
2. Adidas	21,22 Billion Euro
1. Nike	27,82 Billion Euro



uhlsport & the marketplace

Relationship sport brand (Industry)

– sport dealer – end consumer



uhlsport & the marketplace

sport dealer in Europe



uhlsport & the marketplace

Description teamsport situation in Europe



Online growth

Passing of
smaller
teamsport
dealer

Direct business of
the sport brands
(end consumer)



Key Accounts
Growth –
Decathlon,
Sportsdirect, XXL,
Stadium

Merger of
teamsport dealers
– buying groups

Withdraw of the global brands
from minority sports

uhlsport & the marketplace

Description teamsport situation in Europe



How can the uhlsport GmbH survive in this cut-throat competition teamsport environment?



uhlsport & the marketplace



What have we done to grow in teamsport business?



➤ Example FC Kaiserslautern

uhlsport & the marketplace



added value concept for dealer, amateur teams and professional club!

- we must create a USP for uhlsport
- we have to integrate all parties into the concept
- we have to look at the concept from the dealer-, amateur team-, and professional club perspective



uhlsport & the marketplace



Which added values were implemented for uhlsport amateur clubs:

- Goalkeeper and fieldplayer talent days on the club area of FCK
- Workshops and further education for amateur youth trainer by professional trainer of FCK
- Workshops for Officials of the amateur clubs (public relation, Merchandising opportunities) by the press officer and merch leader of FCK
- Trip to a home game in the official Club bus of FCK
- Providing of the official FCK Mascot for amateur club events
- Signing sessions of professional players



added value concept for dealer, amateur teams and professional club!



- Fashion show with amateur teams within the scope of a home game
- Training sessions from youth trainer at amateur clubs
- Hospitation of trainer from amateur clubs at the profi club

Sponsoring



Team Sponsoring



Testimonial Sponsoring

Team Sponsoring

Kempa national teams



Team Sponsoring

Kempa national teams



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2 **Kempa** Reasons for international Team Sponsoring (national teams)

1. Visibility

2. Possibilities of distribution

Team Sponsoring

Kempa national teams



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Kempa



Team Sponsoring

Kempa Club Sponsoring



Team Sponsoring

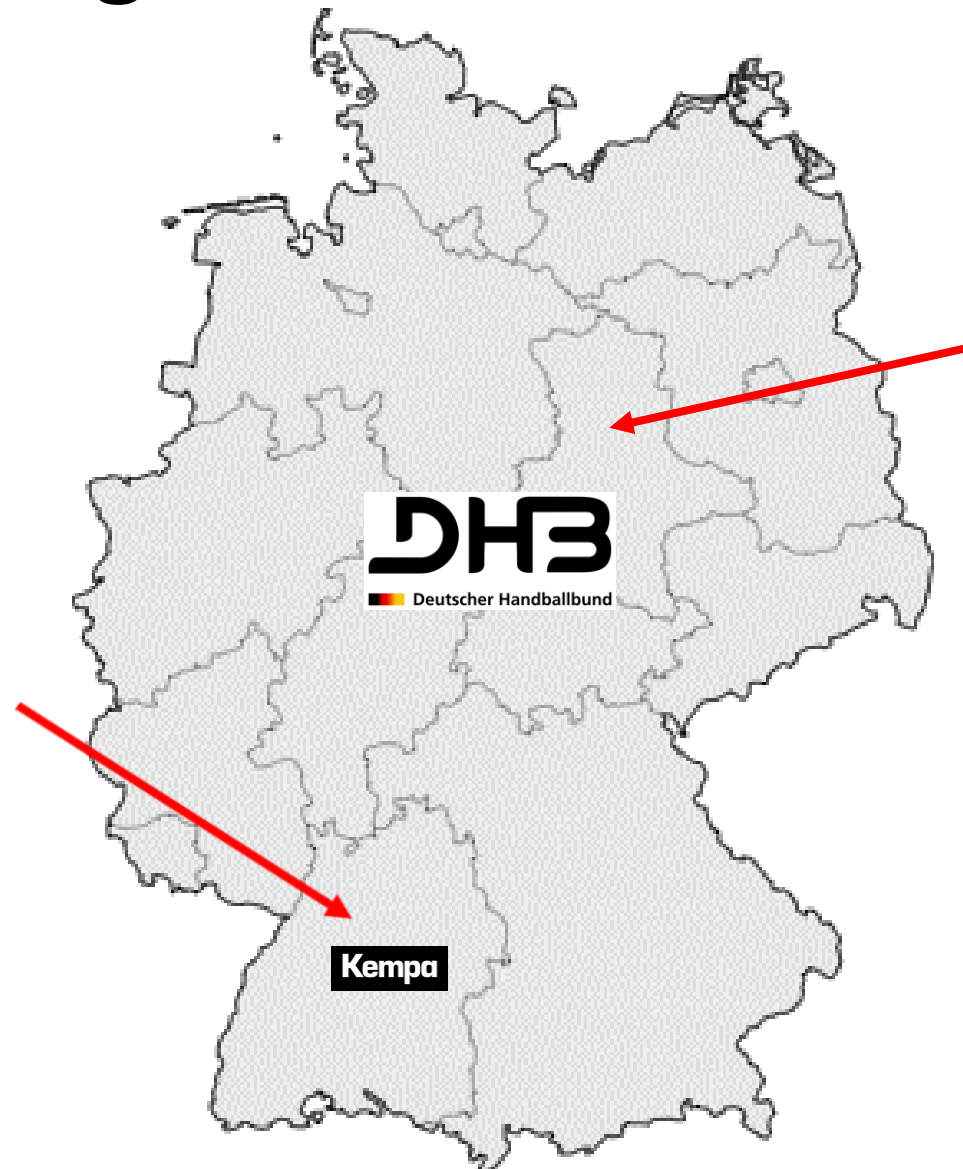
Kempa Club Sponsoring

5 **Kempa** Reason for national Club Sponsoring

1. Regionality
2. Visibility
3. Image
4. Merchandising
5. possibilities of distribution



Team Sponsoring



1. Regionality
2. Visibility
3. Image
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Team Sponsoring



Kempa

1. Regionality
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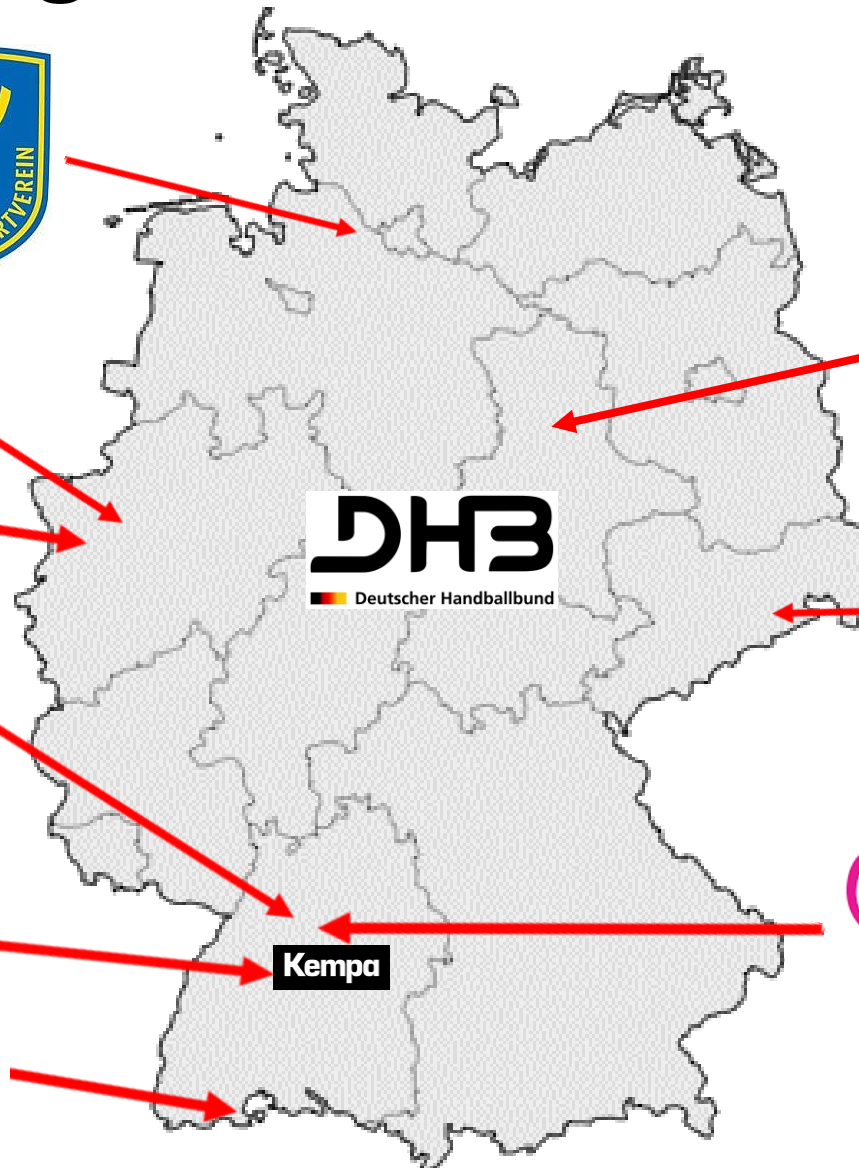
Team Sponsoring



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1. Regionality
2. Visibility
3. Image
4. Merchandising
5. possibilities of distribution



Team Sponsoring

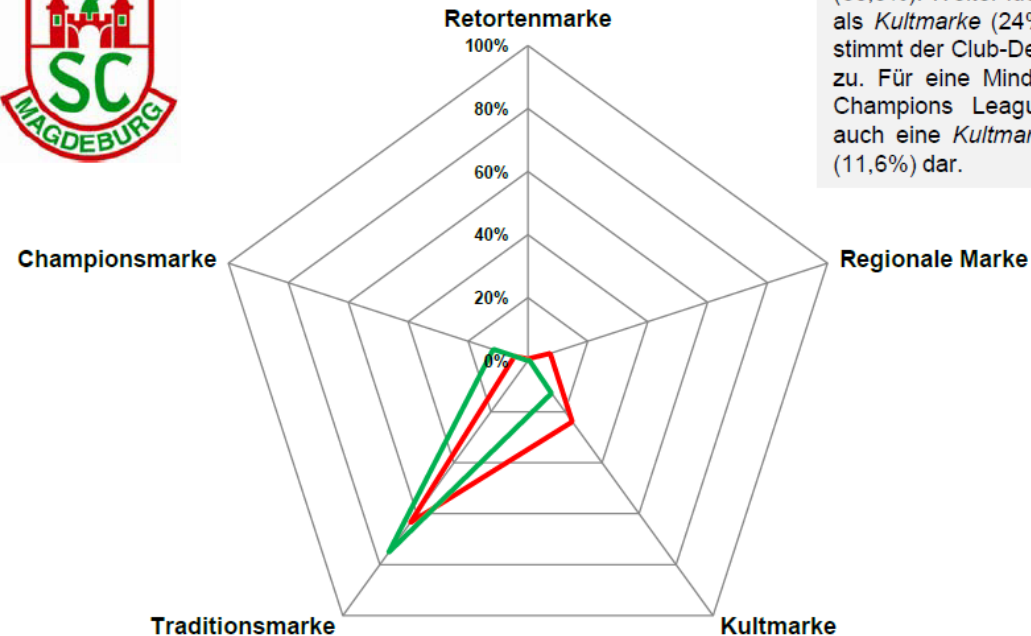


1. Regionality
2. Visibility
3. Image
4. Merchandising
5. possibilities of distribution

Team Sponsoring



Markennetz: SC Magdeburg



Die überwiegende Mehrheit der Handballinteressierten sieht im **SC Magdeburg** eine *Traditionsmarke* (63,5%). Weiter identifiziert jeder Fünfte den Sportclub als *Kultmarke* (24%). Die Mehrheit der eigenen Fans stimmt der Club-Definition als *Traditionsmarke* (75,2%) zu. Für eine Minderheit der eigenen Fans stellt der Champions League-Gewinner von 2002 allerdings auch eine *Kultmarke* (12,8%) bzw. *Championsmarke* (11,6%) dar.

■ = Gesamt ■ = eigene Fans



Quelle: Studie-Marken im deutschen Profisport

1. Regionality
2. Visibility
3. Image
4. Merchandising
5. possibilities of distribution

Team Sponsoring



- potential of 200 - 5.000 Jerseys per Season
- On-Court & Off-Court Collection
- special activities



1. Regionality
2. Visibility
3. Image
4. Merchandising
5. possibilities of distribution

Team Sponsoring



B2B

- identification between Club & Sponsor
- new Marketplace for supplier
- Financially strong market
- Bond strength between supplier & Club

1. Regionality
2. Visibility
3. Image
4. Merchandising
5. possibilities of distribution



Testimonial Sponsoring



Testimonial Sponsoring



Why which Player?

5 **Kempa** Reason for national Testimonial Sponsoring

1. Regionality
2. Visibility
3. Image
4. social Media
5. Shoe family

Testimonial Sponsoring



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1. Regionality
2. Visibility
3. Image
4. social Media
5. Shoe family

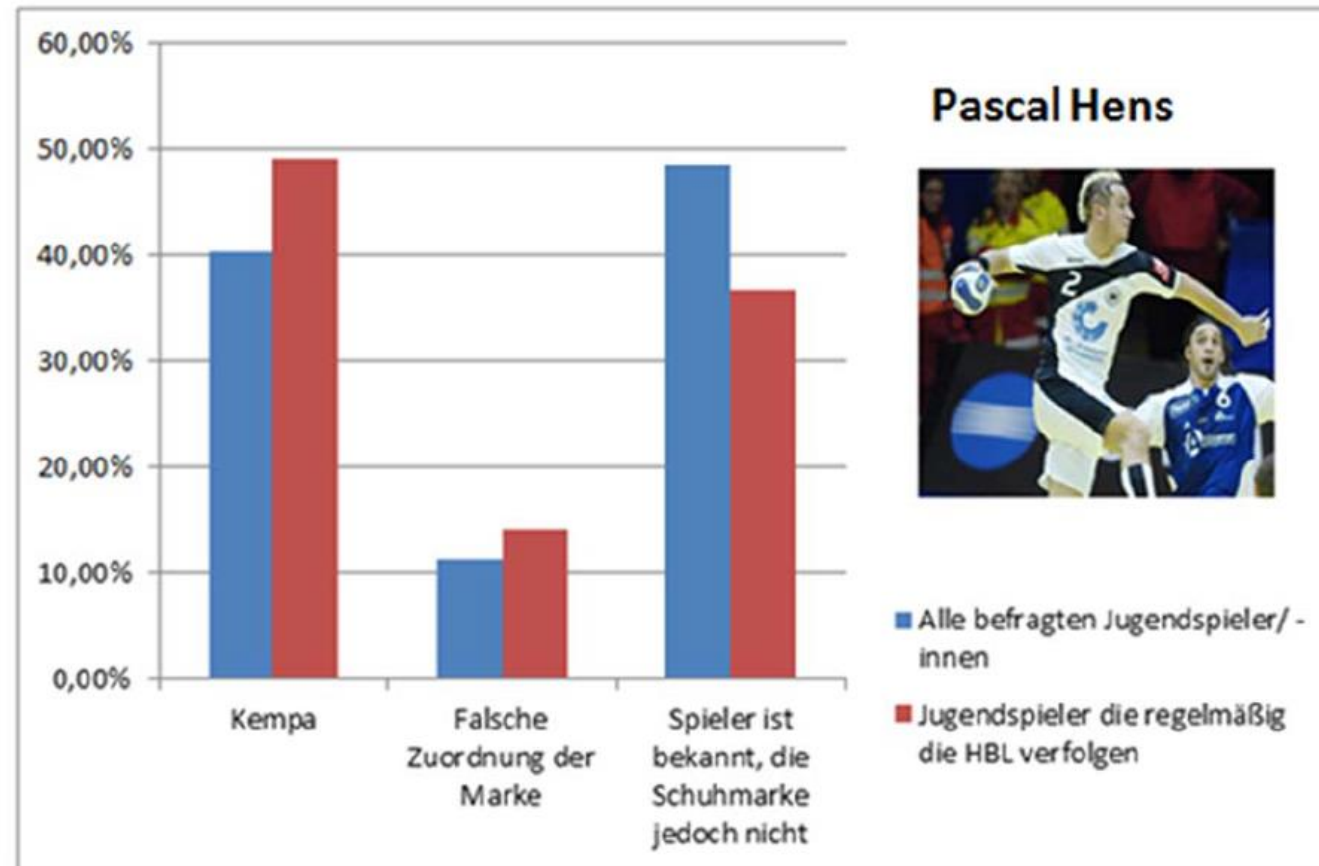
Testimonial Sponsoring



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Recognition value of handball shoes



Hans Lindberg (asics) 33%
Mikkel Hansen (hummel) 27,8 %
Silvio Heinevetter (hummel) 23,7 %
Finn Lemke (Mizuno) 8,2 %

Imagetransfer im Sportsponsoring (2013)



1. Regionality
2. Visibility
3. Image
4. social Media
5. Shoe family

Testimonial Sponsoring



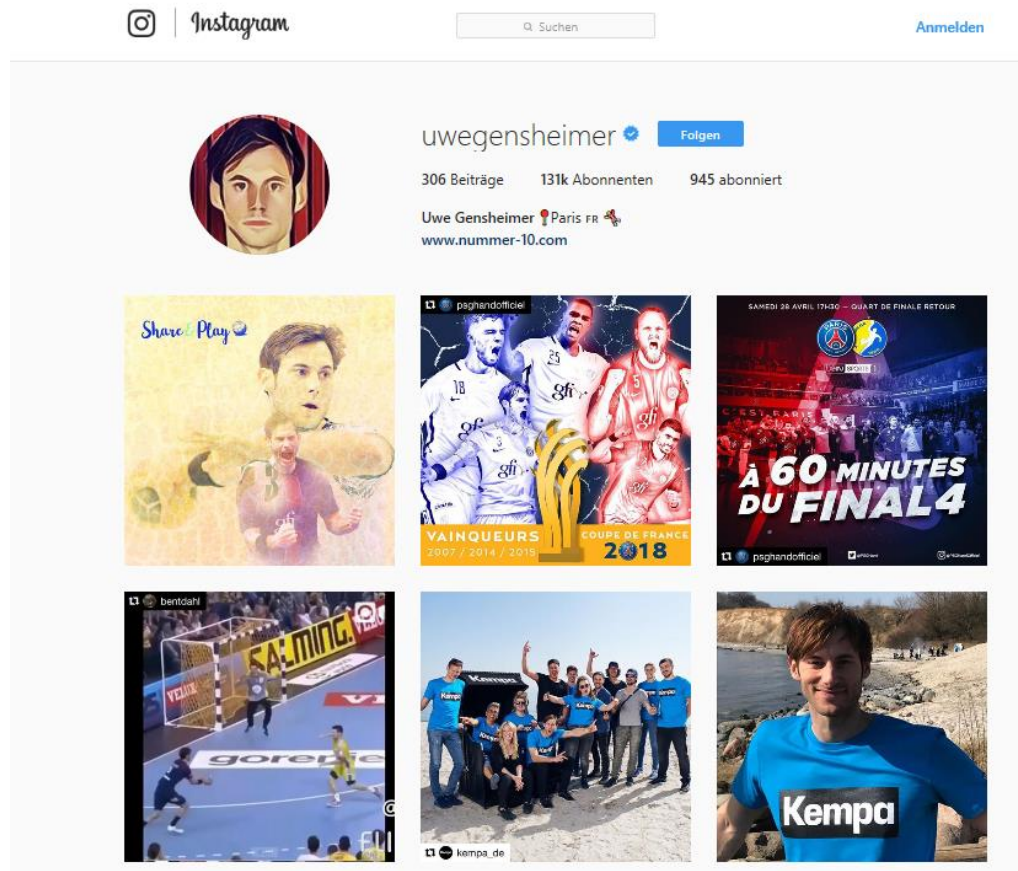
young

loud

progressiv

1. Regionality
2. Visibility
3. Image
4. social Media
5. Shoe family

Testimonial Sponsoring



EUROPA: HANDBALLSPIELER MIT OFFIZIELLEM FANACCOUNT (AUSWAHL)

Spieler	Verein	f Facebook	Twitter	Instagram
Nikola Karabatic	Paris St. Germain HB	690.783 -0,3 %	253.000 0,4 %	303.000 0,7 %
Victor Tomás González	FC Barcelona Lassa	548.319 -0,4 %	78.300 1,3 %	79.000 0,4 %
Luc Abalo	Paris St. Germain HB	242.094 -0,3 %	138.000 0,0 %	125.000 0,0 %
Daniel Narcisse	Paris St. Germain HB	233.494 -0,2 %	141.000 0,7 %	118.000 1,7 %
Thierry Omeyer	Paris St. Germain HB	174.421 -0,2 %	186.000 0,5 %	125.000 2,2 %
Uwe Gensheimer	Paris St. Germain HB	165.213 -0,4 %	17.200 -0,6 %	130.000 0,8 %
Jackson Richardson	Karriere beendet	147.421 -0,2 %	12.000 0,8 %	- -
Stefan Kretschmar	Karriere beendet	132.122 -0,5 %	64.000 1,3 %	50.400 1,6 %
Niklas Landin	THW Kiel	124.750 -0,3 %	33.900 -0,3 %	86.200 0,5 %
William Accambray	Telekom Veszprém	121.390 -0,3 %	93.800 0,3 %	49.500 0,0 %
Andreas Wolff	THW Kiel	98.701 -0,6 %	- -	87.700 -0,9 %
Luka Karabatic	Paris St. Germain HB	93.835 -0,1 %	47.600 0,8 %	138.000 1,5 %
Mikkel Hansen	Paris St. Germain HB	92.122 -0,3 %	78.700 -0,1 %	139.000 1,5 %
Didier Dinart	Karriere beendet	90.941 -0,2 %	43.200 0,0 %	45.700 0,9 %
Dominik Klein	HBC Nantes	67.368 -0,2 %	3.241 2,2 %	14.700 6,5 %
Hans Lindberg	Füchse Berlin	66.520 -0,3 %	20.900 0,0 %	42.300 0,0 %
Pascal Hens	Karriere beendet	65.141 -0,4 %	- -	12.800 7,6 %
Lars Christiansen	Karriere beendet	51.076 -0,3 %	7.962 -0,3 %	11.700 0,0 %
Filip Jicha	Karriere beendet	44.102 -0,3 %	2.853 0,6 %	22.600 -0,4 %
Xavier Barachet	Paris St. Germain HB	42.451 -0,2 %	58.400 0,5 %	42.800 -0,2 %
Kentin Mahe	SG Flensburg-Handewitt	31.421 0,0 %	- -	70.400 1,0 %

1. Regionality
2. Visibility
3. Image
4. social Media
5. Shoe family

Testimonial Sponsoring



1. Regionality
2. Visibility
3. Image
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2018 EHF Club Management Seminar focusses on players' role in marketing

May 26th 2018



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End

