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Taking responsibility: Rheinmetall to become “Champion Partner” to BVB

Rheinmetall is to become a new partner to Borussia Dortmund (BVB). The defence and technology group will appear in a sports and social context as a “Champion Partner” to the Bundesliga club moving ahead. The partnership has a term of three years and includes the use of wide-reaching advertising space, marketing rights and event and hospitality arrangements in the stadium and on the club grounds.

The Rheinmetall logo will be displayed for the first time while BVB is preparing for the Champions League final.

Chairman of Borussia Dortmund, Hans-Joachim Watzke, said: “Security and defence are fundamental cornerstones of our democracy. That is why we believe it is the right decision to take a

very close look at how we protect these cornerstones. Especially today, when we see every day how freedom must be defended in Europe. We should deal with this new normality. We are looking forward to the partnership with Rheinmetall and, as Borussia Dortmund, are consciously opening ourselves up to a dialogue.”

Armin Papperger, Chief Executive Officer of Rheinmetall AG, added: “This move will bring together BVB and Rheinmetall, two partners with similar ambitions, attitudes and origins. BVB is a club from the heart of North Rhine-Westphalia and, more than nearly anyone else, it represents the pursuit of excellence and international success. Rheinmetall has deep roots in the metropolitan Rhine-Ruhr region and wishes for its brand to be better known internationally too as a leading systems supplier for the defence industry and as a driver of industrial innovations in the civilian markets.”

Within the framework of its partnership programmes, besides sports and economic aspects, Borussia Dortmund also consciously highlights social and ecological development potential. For instance, under existing partnerships, the club has already made a commitment to the promotion of regenerative energies, digital inclusion, diversity and equal rights. BVB has been crowned German champion eight times in its history already. In 1997, the team won the UEFA Champions League and will face off in the final again on 1 June 2024. Through this new partnership, the club is acknowledging the social significance of security and defence.

With BVB’s support, Rheinmetall is promoting sporting excellence “made in NRW”. The DAX Group stands for strong growth and international success. As part of its corporate citizenship, the Group with more than 30,000 employees worldwide



► Key facts

- Rheinmetall and Borussia Dortmund embark on cooperation
- Partnership to raise awareness of Rheinmetall brand domestically and abroad
- Champion Partnership includes advertising boards, backgrounds at press conferences, displays on stadium facade

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assumes social responsibility and is involved in the areas of sport, social affairs, education and culture. Since March 2024, for example, Rheinmetall has been a member of the Initiativkreis Ruhr, in which Borussia Dortmund is also involved.