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## **The VELUX Group extends title sponsorship of VELUX EHF Champions League to 2020**

**The VELUX Group has extended its contract as title sponsor of Europe's premier club handball competition for a further five years. The long-term commitment is based on the positive results of the partnership with EHF Marketing GmbH, the marketing arm of the European Handball Federation.**

Since the VELUX Group's sponsorship of the VELUX EHF Champions League began in 2010, more than 25,000 VELUX guests have been invited to matches, which have been watched by over three million spectators live and more than 1.2 billion TV viewers. As the leading club competition in Europe, the VELUX EHF Champions League has proved itself to be an excellent fit for the VELUX Group, which has sales companies across the continent.

In 2010, the VELUX Group signed a contract with EHF Marketing GmbH as the first title sponsor of the Men's EHF Champions League. The VELUX Group has now extended the contract for an additional five years.

"We have been very satisfied with the title sponsorship of the EHF Champions League, which has proven to be a valuable collaboration for the VELUX Group. The VELUX EHF Champions League is an extremely powerful platform to create and strengthen our relationship with customers and partners primarily in our key markets across Europe and share the passion and professionalism that best describes the VELUX Group. That is why we will extend our cooperation and continue the title sponsorship until 2020," said Michael Rasmussen, VELUX Group Director of Branding and Marketing.

Over the past five years both parties have experienced a very positive development as a result of a close collaboration rather than a transaction of rights between two parties. New ways of working with sponsorship have been established and are still evolving.

"We are a committed partner and are prepared to try out new sponsorship initiatives with EHF Marketing. We are convinced that the VELUX Group and EHF Marketing together can set new sponsorship standards and push innovation which calls for a more long-term commitment," said Michael K. Rasmussen.

Commenting on the agreement, Jean Brihault, EHF President, said: "We have enjoyed a very close and successful cooperation with the VELUX Group over the past five years, which has helped us take handball and the VELUX EHF Champions League to the next level in terms of both fan and media interest. As the competition expands still further in the coming season, we see the signing of this long-term contract as a clear signal of the trust that the VELUX Group has in both the VELUX EHF Champions League and the ability of EHF Marketing to continue to deliver."



Peter Vargo, Managing Director of EHF Marketing GmbH, said: "The support of the VELUX Group as title sponsor of the VELUX EHF Champions League has played a major part in the rapid progress we have made in the competition since 2010. We just have to look at the mega sports and entertainment event that the VELUX EHF FINAL4 has become to see how far we have come. The new five-year agreement means that we can now work together to further expand the presence and activation of the VELUX brand across the competition."

For the 2015 VELUX EHF FINAL4, the VELUX Group invited 900 guests, who will join 20,000 passionate fans in the LANXESS arena in Cologne and millions of TV viewers throughout more than 120 European countries.

#### **About the VELUX EHF Champions League**

The VELUX EHF Champions League is the premier men's club handball competition in Europe. The continent's top 24 men's professional handball clubs play from September to May for a chance to be one of the four teams to qualify for the final stage of the competition, the VELUX EHF FINAL4. Sold-out for each edition, 20,000 people will once again follow the action in the LANXESS arena in Cologne, Germany on 30/31 May 2015. Fans can follow the build-up to the event on ehfCL.com and [ehfFINAL4.com](http://ehfFINAL4.com).

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#### **About the VELUX Group**

For more than 70 years, the VELUX Group has created better living environments for people around the world. Making the most of daylight and fresh air through the roof.

Our product programme includes roof windows and modular skylights as well as a range of decoration and sun screenings, roller shutters, installation solutions and intelligent home controls. These products help to ensure a healthy and sustainable indoor climate. For work and learning. For play and pleasure.

We work globally – with sales and manufacturing operations in more than 40 countries and around 10,000 employees worldwide. The VELUX Group is owned by VKR Holding A/S, a limited company wholly owned by foundations and family.

For more information, visit [www.velux.com](http://www.velux.com).

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