

# HOW LIVERPOOL FOOTBALL CLUB WORKS: STRAUSS JOINS THE LFC LINE-UP



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LIVERPOOL – STRAUSS, the German brand renowned for engineering and manufacturing performance workwear, has become an official partner of Liverpool Football Club. The move, announced ahead of The Reds' summer US tour, unites two icons of work culture.

"Liverpool FC is one of the biggest names in sports with the fan base to match," says STRAUSS CEO Henning Strauss. "This LFC deal moves STRAUSS into the Premier League and underscores our global ambition. Over the coming years, we will continue building our portfolio of partnerships across the globe with organizations that, like LFC, share an emotional connection to the hard-working people who make up STRAUSS' customer base. We couldn't be happier."

The Liverpool FC partnership will bring the STRAUSS brand premium visibility in Liverpool Football Club's iconic Anfield stadium as well as on branded signage and other highvisibility assets, like pitch-side LED screens.

The multi-year partnership, negotiated by STRAUSS' in-house marketing agency Strauss Media House, further establishes STRAUSS as the global lead sponsor in the workwear category. It's the continuation of a strategy of working in sports, with a focus on soccer, that goes back years.

In STRAUSS' native Germany, the brand is synonymous with football. It has long standing relationships with the German Football Association as well as several Bundesliga clubs. Outside of Germany, STRAUSS is a lead sponsor of UEFA's 2024 European Championships as well as the UEFA Champions League, Europa League, and Conference League. STRAUSS is also expanding rapidly in the Americas, where it sponsors Major League Soccer's Los Angeles Football Club and just announced a major partnership with the Mexican National Team.

Outside soccer, STRAUSS sponsors the Champions Hockey League and The Ice Hockey World Championships. It is also involved in e-sports and other competitions. Ben Latty, Chief Commercial Officer at LFC, said: "As a family-owned business, with hard work and innovation at its core, STRAUSS aligns perfectly with our values as a club. We also both take great pride in our heritage, our communities, and the knowledge that success is built on teamwork. This new partnership is a real natural fit and we're thrilled to welcome STRAUSS as the newest member of the LFC partner family."

The STRAUSS brand's strategic alignment with soccer is key to the brand's global expansion. Soccer is not just the world's most popular sport. It's a sport that shares working-class roots with STRAUSS—and a sport whose fans need and deserve the best in performance workwear.

## ABOUT STRAUSS

STRAUSS is a third-generation family business located in Biebergemünd, Germany. Known in Europe and beyond for its iconic ostrich logo (Strauss means ostrich in German), the company is one of the world's leading workwear manufacturers.

## ABOUT LIVERPOOL FOOTBALL CLUB

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs, having won 19 League Titles, including the Premier League, eight FA Cups, 10 League Cups, six European Cups, three UEFA Cups, four European Super Cups, 16 Charity Shields, two Women's Super League titles and one Women's Championship.