

ENGELBERT STRAUSS TO SPONSOR UEFA CHAMPIONS LEAGUE IN THE UNITED STATES



Leading European workwear brand Engelbert Strauss to expand its reach in US market through Champions League sponsorship



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Engelbert Strauss and UEFA, the governing body of European football, are pleased to announce Engelbert Strauss as a new sponsor of the 2024 UEFA Champions League in the US territory.

The sponsorship begins with the round of 16 matches on February 13th and runs through the tournament final, which takes place on June 1st at London's famous Wembley Stadium. The deal gives Engelbert Strauss exposure on the pitch side advertising boards for viewers in the US by leveraging virtual board replacement (VBR) technology. Additionally, Engelbert Strauss will be a broadcast presenter for the final match-week, during which CBS and Univision will include Engelbert Strauss-branded advertising placements throughout the coverage of the UEFA Champions League Final.

The UEFA Champions League broadcasts offer premium brand visibility to millions of viewers. In the US alone, the average matchday viewership during the 2021/22 knockout rounds was 3.7 million. 5.5 million fans tuned in to watch the final, and the season finished with a cumulative viewership of 48 million across all American programming.

"Our family-run brand has millions of loyal fans and customers in Europe, but we've just launched in the United States, and the UEFA Champions League provides us with a fantastic, premium platform from which my brother and I can introduce ourselves and our performance workwear to the American people," says Engelbert Strauss President Henning Strauss. "In Europe, STRAUSS has a long association with football and football fans, and working with UEFA in the United States is a perfect fit."

Engelbert Strauss has been a UEFA partner since the 21/22 season, a deal that was recently extended through the 26/27 season and includes the UEFA Europa League and the UEFA Europa Conference League. Additionally, the brand is an official sponsor

of UEFA EURO 2024 – Europe's biggest international football tournament. Beyond that, Engelbert Strauss has relationships with several Bundesliga clubs. The brand even has a presence in virtual football, sponsoring matches in the popular video game EA

Sports FC.

"We are delighted to extend our partnership with STRAUSS to the UEFA Champions League with a US package for the remainder of the 23/24 season. We look forward to working together with STRAUSS and helping the company grow and develop its business in a key market." Guillaume Sabran, Head of Sponsorship & Licensing.

Much like it has done in Europe, the family brand is looking to further establish itself in the United States and globally through brand partnerships, sponsorships, and collaborations. The UEFA agreement is likely to be the first of several deals made by

Engelbert Strauss in the United States.

ABOUT STRAUSS

Engelbert Strauss is a third-generation family business. In 2023, brothers and co-owners Henning and Steffen Strauss opened their first American retail store for independent Engelbert Strauss, Inc. in Los Angeles. The German company is one of Europe's leading workwear manufacturers, where it is known for its iconic ostrich logo (Strauss means ostrich in German).

ABOUT UEFA

UEFA – the Union of European Football Associations – is the governing body of European football. It is an association of associations and the umbrella organization for 55 national football associations across Europe. UEFA is responsible for organizing men's,

women's, youth, amateur and futsal competitions including the UEFA Champions League, the UEFA Europa League, the UEFA Europa Conference League, the UEFA Women's Champions League, the UEFA European Championship and the UEFA Women's EURO. Visit [UEFA.com](https://www.uefa.com) for more information about the organization, its numerous activities, programs and campaigns.

[Website Engelbert Strauss](https://www.engelbertstraus.com)