

Exclusive cooperation for hospitality sales

DFB AND BEYOND HOSPITALITY GROUP REIMAGINE VIP EXPERIENCES

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The German Football Association (DFB) is entering into an exclusive cooperation with the BEYOND Hospitality Group for the marketing of its hospitality offerings with immediate effect. Over the next three years, BEYOND will be responsible for sales and will support the marketing of the DFB's hospitality products, including VIP tickets for selected top-level matches. These include, among others, home matches of the women's and men's national teams, the U21 national team, the finals of the women's and men's DFB Cup, and the Google Pixel Supercup (women).

In addition to sales activities, BEYOND Hospitality Group will support the DFB in the strategic development and conceptualisation of modern, future-oriented hospitality formats. The aim of the cooperation is to further develop hospitality as a holistic match-day experience, address new target groups, and offer DFB guests special and emotionally engaging moments.

Another key element of the cooperation is the development of the DFB's digital hospitality presence. This includes a stronger content-driven approach, more differentiated communication tailored to specific target groups, and the development of a future-proof hospitality portfolio that can be flexibly adapted to different venues.

The reimagined VIP experiences are aimed at both existing partners and sponsors, as well as fan communities, and new, younger target groups.

The cooperation will begin with the upcoming home matches of the German national teams in spring 2026:

- Germany Women vs Slovenia, Rudolf Harbig Stadium, Dresden – 3 March
- Germany Men vs Ghana, MHP Arena Stuttgart – 30 March
- Germany U21 vs Northern Ireland, Eintracht Stadium Braunschweig – 27 March

Information on the respective VIP and hospitality offerings is available via the DFB's digital channels or at <https://vip-tickets.dfb.de>.

Henning Wegter, Director Partnerships & Sales at DFB GmbH & Co. KG, said:

“With the BEYOND Hospitality Group, we have gained an excellent partner in hospitality marketing who combines international experience with fresh ideas and an outstanding network. During the selection process, we were particularly impressed by their innovative approaches, their passion for football and the DFB, and their attractive commercial proposal.”

Jaime Byrom, BEYOND Hospitality Group, added:

“Matches involving the German national teams or a DFB Cup final are far more than simply

90 minutes of football. They are among the most important and popular sporting events in Germany. Our aim is to work with the DFB to create a hospitality experience that brings the entire match day to life in all its facets – exclusive, high-quality and with an impact that resonates well beyond the final whistle.”

For further information, media representatives are kindly asked to contact:

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About BEYOND Hospitality Group

We don't just deliver hospitality; we redefine it.

Founded in 2023, BEYOND Hospitality Group has rapidly established itself as one of the most significant players in global sports hospitality and travel provision. Today, the company employs over 150 permanent staff with offices in seven countries – the USA, Mexico, Qatar, Switzerland, Spain, South Africa, and the UK.

BEYOND is more than an implementation partner; we cover the full spectrum of sports programme creation and curation for event-owners, starting with strategy through to the development of products and pricing, inventory management, sales, marketing, and more. Collectively, our services culminate in extraordinary sporting hospitality experiences across the globe, for end-customers and event-owners.

In early 2025, FIFA appointed BEYOND to deliver the FIFA26 Accommodation Bureau for the FIFA World Cup 26™. BEYOND delivered the Official Hospitality Programme for the FIFA Club World Cup 2025™, the FIFA Arab Cup Qatar 2025™, the FIFA Intercontinental Cup Qatar 2025™, and the Official Hospitality Programme for the CONMEBOL Copa América 2024™. BEYOND is the exclusive sales agent for Liverpool FC's hospitality product at Anfield Stadium, the Founders Lounge; and works with UEFA as the Official Hospitality Travel Programme provider for the UEFA Champions League Final 2025, 2026 and 2027.

For more, visit <http://www.beyond-hospitality.com>

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TikTok: @beyondhospitality

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