

## KIT SC Ranks Third for the Marketing Award of Sports

**Sustainable Sponsoring Concept for University Makes KIT Sports Club Win over Big Clubs and Companies in the Sports Sector**

With its sponsoring concept, the sports club of the Karlsruhe Institute of Technology, KIT SC, and its partner “2bdifferent“ were on the podium for the 2014 marketing award of sports – together with the Bundesliga soccer clubs of Borussia Dortmund and 1. FC Köln. Yesterday evening (February 03, 2014), the awards were presented to the winners by the ESB (Europäische Sponsoring-Börse, European Sponsoring Market Place) in Düsseldorf. The concept of KIT SC focuses on cooperation with regional companies and environmentally compatible sports. With this concept, the club won over big companies like Sky Deutschland and PUMA.

“Being nominated for the marketing award together with so prominent representatives of German sports is a big success for KIT SC and shows that our club has developed successfully on and outside of the playing fields since its establishment in 2010,” says Professor Alexander Woll, first chairman of the KIT SC and sports scientist of Karlsruhe Institute of Technology.

The concept “One passion, one club, KIT SC: Nachhaltiges Sponsoring im Hochschulumfeld” (sustainable sponsoring at a university) focuses on cooperation with regional companies. “We offer reliable planning irrespective of success, rankings, promotion or relegation in sports. Both emotional and sports aspects are taken into account,” says the sports director of KIT SC, Dr. Dietmar Blicher, who was one of the main drivers of the establishment of KIT’s sports club in 2010.

Contrary to classical sponsoring that frequently aims at promoting sales, KIT SC wishes to support networking of companies with each other and with the students. “The companies look for qualified young staff. In the sports club of KIT, they will find motivated, team-minded young people,” explains Marc Ringswald, marketing director of KIT SC. He developed the concept together with the partner “2bdifferent”, a supplier of sustainable communication services. Among the basic services offered by KIT SC to its sponsors is the participation in special network events. “Moreover, KIT SC stands for environmentally compatible sports. Together with our sponsors,

**Monika Landgraf**  
Chief Press Officer

Kaiserstraße 12  
76131 Karlsruhe, Germany  
Tel.: +49 721 608-47414  
Phone +49 721 608-43658  
E-mail: [presse@kit.edu](mailto:presse@kit.edu)

**For further information,  
please contact:**

Margarete Lehné  
Press Officer  
Phone: +49 721 608-48121  
Fax: +49 721 608-43658  
E-mail:  
[margarete.lehne@kit.edu](mailto:margarete.lehne@kit.edu)

Marc Ringswald  
Marketing/PR KIT SC  
Phone: +49 721 608-46377  
Fax: +49 721 608-46175  
E-mail:  
[marc.ringswald@kit.edu](mailto:marc.ringswald@kit.edu)

we sensitize our members and fans,” Ringswalds adds. The club works on reducing CO2 emissions during league operation and on compensating the remaining emissions by joint environmental projects with partners. For example, the club plans to generate a mobility app, by means of which the fans are asked whether they come to KIT SC matches by bike, public passenger transport or by car. With its concept, the club has already attracted several partners, including a bank, an automobile manufacturer, and a climate protection agency for which the sustainable orientation of the club was of decisive importance.

In the first two rounds of the competition, the three finalists won over campaigns of Coca-Cola Zero, the Smartphone manufacturer HTC, PUMA, and Sky Deutschland. The concepts were assessed in the categories of innovation and trend, marketing success, and sustainability. The marketing award of sports is granted for the 11<sup>th</sup> time this year. In total, 19 companies and clubs participated in the competition. The awards ceremony took place on February 03, 2014 at the Sports Business Summit, the biggest European congress of the sports sector. The event was organized by ESB (Europäische Sponsoring Börse), a network of partners in the areas of sponsoring and events.

#### **About the KIT Sports Club 2010**

KIT SC is the sports club of the Karlsruhe Institute of Technology. Operations of the club are based on the three pillars of competitive sports, recreational sports, and health promotion. As regards competitive sports, the club is presently active in the leagues of American football, basketball, soccer, handball, judo, volleyball, tennis, and track-and-field as well as lacrosse. Other new and attractive types of sports are planned to extend the scope of activities in the future.

**Karlsruhe Institute of Technology (KIT) is a public corporation according to the legislation of the state of Baden-Württemberg. It fulfills the mission of a university and the mission of a national research center of the Helmholtz Association. Research activities focus on energy, the natural and built environment as well as on society and technology and cover the whole range extending from fundamental aspects to application. With about 9000 employees, including nearly 6000 staff members in the science and education sector, and 24000 students, KIT is one of the biggest research and education institutions in Europe. Work of KIT is based on the knowledge triangle of research, teaching, and innovation.**

This press release is available on the internet at [www.kit.edu](http://www.kit.edu).

The photo of printing quality may be downloaded under [www.kit.edu](http://www.kit.edu) or requested by mail to [presse@kit.edu](mailto:presse@kit.edu) or phone +49 721 608-47414. The photo may be used in the context given above exclusively.