



MHP Arena Stuttgart ready for 1000th Bundesliga home game, the 2024 European Championship and Champions League experiences (photo: MHP)

PRESS RELEASE

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**After the redevelopment, one of Europe's most modern arenas**

# 1000th Bundesliga home game at MHP Arena Stuttgart

- With its 1000th Bundesliga home game, MHP Arena Stuttgart will reach a new record and once again operate with fully occupied stands
- First Württemberg Bundesliga derby between VfB Stuttgart and 1. FC Heidenheim at the Stuttgart ground
- MHP will play a dual role at the game on Easter Sunday: as the main and shirt sponsor of 1. FC Heidenheim and as the naming sponsor of MHP Arena Stuttgart
- The management and IT consultancy has held the naming rights to the arena since the start of the season. The sponsorship represents a long-term commitment to the locality and to the wider Stuttgart region

**Ludwigsburg / Stuttgart** – The management and IT consultancy MHP has held the naming rights to the home ground of VfB Stuttgart for about nine months now. The extensive redevelopment work extending over two years in total carried out ahead of the 2024 European Championship is reaching completion. The Bundesliga home game between VfB Stuttgart and 1. FC Heidenheim on 31st March (Easter Sunday) will take place with all the stands occupied again for the first time. Some 60,000 fans are expected to attend the 1000th Bundesliga home game and simultaneously the first Württemberg Bundesliga derby between VfB Stuttgart and 1. FC Heidenheim at the Stuttgart ground. MHP will play a dual role at the game on Easter Sunday: as the main and shirt sponsor of 1. FCH and as the naming sponsor of MHP Arena Stuttgart.

“Partnership is what we are all about; it is also one of our corporate values. I am therefore looking forward to a game between the two teams played in a spirit of partnership”, says Dr. Ralf Hofmann, CEO and Chairman of the Board of Management at MHP.

With this game, MHP Arena Stuttgart will reach a new record in German soccer. No other stadium has experienced 1000 Bundesliga encounters to date. An official completion and opening ceremony for MHP Arena Stuttgart will then be held at the subsequent Bundesliga home game of VfB Stuttgart on 13th April. MHP would like to extend warm congratulations

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to the sports city of Stuttgart, VfB Stuttgart as well as SV Stuttgarter Kickers on achieving this very special record. The Stuttgarter Kickers have played a total of 36 league games in the present-day MHP Arena during their two seasons in the Bundesliga and have therefore contributed to the new record.

### **From the region – for the region: MHP is the naming sponsor of the stadium**

The management and IT consultancy has held the naming rights to MHP Arena Stuttgart since the start of the current season. The company is already the naming sponsor of MHP Arena in Ludwigsburg – home of the Basketball Bundesliga club MHP Riesen as well as that of the ladies' team of the Handball Bundesliga club SG BBM. The sponsorship and social engagement in connection with the Stuttgart stadium represent a clear commitment to the locality. The ground situated by the Neckar River is dear to the hearts of fans from the whole region. As a business, MHP occupies a position of responsibility and is keen to help preserve something for as many people in the region as possible by facilitating an activity that is important to them – and that brings enjoyment.

The company headquartered in Ludwigsburg is also involved in a number of specific areas connected to VfB Stuttgart, namely women's soccer, the promotion of young talent, e-sport, athletics and the Youth Academy.



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## About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 27 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why the Porsche AG subsidiary provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, the UK, Romania and China. More than 5,000 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP - today and in the future.

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