

The management and IT consultancy MHP, Porsche AG and VfB Stuttgart sign a position paper on sponsorship collaboration

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MHP and Porsche AG set to collaborate with traditional Bundesliga club

The IT consultancy MHP is to become the stadium's naming partner

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- MHP and Porsche plan different sponsorship packages
- MHP also to receive football stadium naming rights
- Porsche to place special focus on promoting club's youth section with its "Turbo for Talents" programme

Stuttgart – From the region, for the region – with this motto in mind, the management and IT consultancy MHP and Porsche AG want to enter into a long-term partnership with Bundesliga club VfB Stuttgart. All three parties today signed a position paper outlining the basic principles of a sponsorship deal.

The Porsche AG subsidiary, MHP, is to receive the naming rights for the stadium. In addition, the company would like to become VfB Stuttgart's team and fair play partner, covering CSR, women's football, the academy, athletics or eSports. Porsche, on the other hand, plans to become an official partner of the club's youth section and football academy with its "Turbo for Talents" youth development programme. Furthermore, it also plans to support one of the most innovative lounge concepts in the Bundesliga in the new main stand as a sponsor.

In addition to the sponsorship packages, VfB and Porsche are in talks about Porsche becoming a possible stakeholder in VfB Stuttgart AG.

Partnership between MHP and VfB Stuttgart

For Ludwigsburg-based MHP, the partnership with VfB Stuttgart would be the next logical

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step in extending its already existing sponsorship activities in the Stuttgart region. For Dr. Ralf Hofmann, co-founder, partner and chairman of the management board, this is a "regional commitment with national and international impact".

The management and IT consultancy has already given its name to the MHPArena in Ludwigsburg, home of the basketball Bundesliga club "MHP Riesen". "With the commitment we're planning, we again want to take on social responsibility in our home region. At the same time, renaming the former Gottlieb Daimler Stadium the MHPArena would certainly put our company in the limelight nationally and contribute to emotionalising our brand and supporting our growth course," says Hofmann.

Tradition is what unites Porsche and VfB

"VfB Stuttgart is the biggest club in the city where we're based. What unites us both is our great tradition and the fact that we are deeply rooted in the region. Together with MHP, we want to play our part in making VfB's future as successful as possible," says Lutz Meschke, deputy chairman and member of the Porsche executive board for finance and IT. He emphasises: "With the wide-ranging sponsoring partnership between the Porsche Group and VfB Stuttgart that we've presented today, we want to make a long-term commitment and it's important for us to do this in close cooperation with our colleagues from Mercedes. That means: we are not coming with the intention of replacing anyone, but rather to join forces - from the region, for the region."

Promoting young football talents is an issue particularly close to Meschke's heart. "The excellent work with the youngsters here has helped make VfB a force to be reckoned with and it will continue to determine VfB's development in professional football in the future. For us, "Turbo for Talents" is about more than just the football side of things. Equally important is the academic development of the children and young people, and giving them a set of values for life on and off the pitch."

VfB: "Couldn't be better!"

VfB chairman Alexander Wehrle is delighted. "Top employers and global brands like Mercedes-Benz, Porsche and MHP at VfB – it couldn't be better! Together we have put together the biggest package of investment and sponsorship in the history of VfB Stuttgart. Porsche and MHP are fascinating, successful companies with close ties to our region. They've extended our room for manoeuvre, although it is clear to all parties involved that for VfB, the priority is economic stabilisation after the Corona period threatened our very existence. Another primary objective will be investing in strategic action fields."

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The trees are vibrant green, and the road is dark grey with white lane markings. A few small cars are visible on the road, providing a sense of scale. The overall scene is peaceful and natural.

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About MHP

As a technology and business partner, MHP digitizes its customers' processes and products and supports them in their IT transformations along the entire value chain. As a digitization pioneer in the mobility and manufacturing sectors, MHP transfers its expertise to a wide range of industries and is a premium partner for thought leaders on their way to a better tomorrow. MHP serves over 300 customers worldwide. Among them are leading corporations, innovative medium-sized companies and disruptive start-ups. MHP provides both operational and strategic consulting and delivers proven IT and technology expertise as well as specific industry know-how. The consultancy operates internationally, with headquarters in Germany and subsidiaries in the USA, the UK, Romania and China. For over 27 years, MHP has been shaping the future together with its clients. More than 4,000 MHP employees are united by the demand for excellence and sustainable success. This aspiration continues to drive MHP - today and in the future.

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