



TIME FOR CHAMPIONS

OWN THE MOMENTS, THAT DEFINE GREATNESS



WHERE CHAMPIONS ARE MADE

A REAL AND AUTHENTIC PLATFORM BASED ON VALUES AND VISION.

EHF
MARKETING



**PLAY HARD
BUT FAIR**



**FLY HIGH
STAY GROUNDED**



**STAY STRONG
KEEP EVOLVING**



① ② ③

**VALUES IN
ACTION**

WHERE CHAMPIONS ARE MADE

A REAL AND AUTHENTIC PLATFORM BASED ON VALUES AND VISION.



PASS ON THE
SPORT TO FUTURE
GENERATIONS IN
A BETTER STATE

EHF
MARKETING

① ② ③

OUR
MISSION

WHERE CHAMPIONS ARE MADE

EHF
MARKETING

A REAL AND AUTHENTIC PLATFORM BASED ON VALUES AND VISION.

98%

TEAM-SPIRIT

95%

EMOTIONS

93%

RESPECT

92%

STRATEGY

91%

FAIR-PLAY

① ② ③

WHAT THE GAME STANDS FOR

*Source: EHF Marketing / EHF | Fan Study September 2024 – October 2024 n=1499 | Q: "The sport of handball stands for..."

ONLY THE BEST

EUROPE'S TOP CLUBS, WORLD-CLASS
PLAYERS AND THE MOST RELEVANT
MARKETS — UNITED ON ONE STAGE.



- | | |
|---|-----------------|
|  | DENMARK |
|  | GERMANY |
|  | FRANCE |
|  | HUNGARY |
|  | ROMANIA |
|  | NORWAY |
|  | PORTUGAL |
|  | POLAND |
|  | CROATIA |
|  | SLOVENIA |
|  | SWEDEN |
|  | SPAIN |
|  | SWITZERLAND |
|  | NORTH MACEDONIA |
|  | SERBIA |
|  | MONTENEGRO |

*Participating teams season 2026/27

EVERYTHING BUILDS TO THIS

EHF
MARKETING

A NINE-MONTH PREMIUM PLATFORM DELIVERING CONTINUOUS VISIBILITY,
ENGAGEMENT AND EXPERIENCES ACROSS EUROPE IN 228 MATCHES.

EHF CHAMPIONS LEAGUE MEN

September to October

Group Phase



24 Teams – 6 Groups - 72 Matches



November to March

Main Round



12 Teams – 6 Groups – 48 Matches



April

Quarter-Finals



8 Teams – 4 Matchups - 8 Matches



EHF FINAL4 MEN

LANXESS arena | Cologne

EHF CHAMPIONS LEAGUE WOMEN

September to October

Group Phase



16 Teams – 4 Groups - 48 Matches



November to March

Main Round



12 Teams – 6 Groups – 36 Matches



April

Quarter-Finals



8 Teams – 4 Matchups - 8 Matches



EHF FINAL4 WOMEN

MVM Dome | Budapest

PAN-EUROPEAN LIVE COVERAGE

TRUSTED PARTNERS FOR
A PREMIUM PRODUCT

EHF CHAMPIONS LEAGUE MEN

WED	THU
18:45	18:45
20:45	20:45

EHF CHAMPIONS LEAGUE WOMEN

SAT	SUN
16:00	14:00
18:00	16:00



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*Broadcast partners of EHF Marketing season 2026/27

A PLATFORM AT SCALE

CONNECTING THE BEST CLUBS, PLAYERS
AND FANS ACROSS EUROPE THROUGH
ONE PREMIUM HANDBALL ECOSYSTEM.

EHF
MARKETING

Source: EHF Marketing / EHF | Nielsen 01 July 2025 – 30 June 2026 | Athletia 01 July 2025 – 30 June 2026

REACH

 **822.319**
ON-SITE SPECTATORS

 **40+**
BROADCAST PARTNERS

 **453M**
TV AUDIENCE

 **44.1M**
TV REACH EHF FINAL4

 **1.3B**
TOTAL DIGITAL REACH

 **80.288**
EVENT SPECTATORS EHF FINAL4s

 **15.595**
HOURS ON TV

 **440M**
100% MEDIA VALUE

 **44M**
LIVE TV AUDIENCE

 **35.1M**
INTERACTIONS

OUR COMMUNITY

EHF
MARKETING

CONNECTING THE BEST CLUBS, PLAYERS
AND FANS ACROSS EUROPE THROUGH
ONE PREMIUM HANDBALL ECOSYSTEM.

Source: EHF Marketing / EHF | Fan Study September 2024 – October 2024 n=1,439

TARGET GROUP

GENDER SPLIT

67% / **33%**
MEN / WOMEN

AGE SPLIT

38% / **41%** / **21%**
under 35 / 35–54 / 55+

INCOME & EDUCATION

36%
TOP 2 BRACKET INCOME

75%
HIGHER EDUCATION

LIVING & LIFESTYLE

58%
2+ PAX HOUSEHOLDS

81%
BUY HIGH QUALITY PRODUCTS

83%
WATCH WITH FAMILY

80%
BUY SUSTAINABLY



PARTNERSHIP STRUCTURE

THREE PARTNERSHIP LEVELS TO ACTIVATE YOUR BRAND

TITLE PARTNER

PREMIUM PARTNER

PREMIUM PARTNER

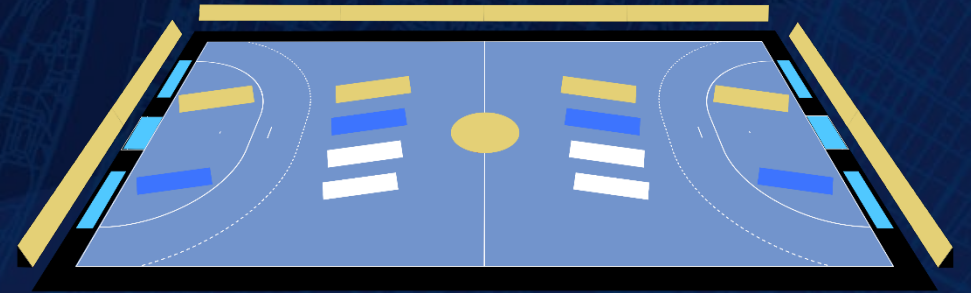
OFFICIAL PARTNER

OFFICIAL PARTNER

OFFICIAL PARTNER

EVENT & REGIONAL PARTNERS (AT EHF FINAL4)

CLUB PARTNERS (DURING THE SEASON)



BUILT AROUND YOUR AMBITIONS

EHF
MARKETING

A FULLY INTEGRATED RIGHTS PACKAGE DESIGNED TO
MAXIMIZE YOUR IMPACT ACROSS EVERY TOUCHPOINT.

**TITLE PARTNER
& NAMING RIGHT**



**SEASON-LONG
BRAND PRESENCE**



**DIGITAL & SOCIAL
MEDIA INTEGRATION**



**PAN-EUROPEAN TV
& MEDIA EXPOSURE**



**ACTIVATION RIGHTS
ACROSS EUROPE**



**EHF FINAL4 PREMIUM
EXPERIENCES**



**HOSPITALITY &
GUEST ACCESS**



**PLAYER, CLUB &
COMMUNITY ACCESS**



EXPERIENCE IT LIVE

eurohandball.com

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