



HAILO becomes partner of Eintracht Frankfurt in men's and women's football

Official partnership with exciting promotions for fans

HAILO, the traditional company from Haiger in Hesse, will become an official partner of Eintracht Frankfurt at the start of the 2021/22 Bundesliga football season. For CEO Jörg Lindemann, the HAILO brand and Hesse's sporting flagship are an ideal match, not only because they share a long history and roots in the Rhine-Main region: "HAILO is a traditional family business and premium manufacturer of stepladders and folding steps. Eintracht has established itself - just like HAILO - in the national competition and is also on a promising path internationally. Due to their successful past, their regional roots, but also their congruent ambitions, the two companies are a perfect match."

Arnfried Lemmle, Head of Sales and Marketing, and Siegfried Dietrich, General Representative of Eintracht Frankfurt Fußball AG and Sports Director of Eintracht Frankfurt Women, agree: "For HAILO, as for us as a grassroots club, the potential for identification - whether of members, fans or stadium visitors - represents a decisive pillar of overall success. Of course, this applies on the one hand to the sporting performance of the professionals in the men's and women's team on the pitch, but also to strategic development in other playing fields, such as digitalisation. Exciting intersections and potentials for intensifying the partnership are also emerging in this area, which are already being discussed in relation to our EintrachTech GmbH."

Against the background that Eintracht Frankfurt is also one of the Bundesliga clubs that promotes women's football together with men's football, HAILO will appear as an official partner for both the men's and women's teams.



Daniela Grumbach, Head of Marketing and Digital Unit at HALLO, sees it as "an important sign that women's football enjoys such high status in Frankfurt. Eintracht has stood out as a decisive accelerating factor here. We are accordingly proud to be able to play our part in this exciting project."

The activities agreed in this context include perimeter advertising in the stadium at Bundesliga matches of both the men's and women's professional teams, as well as the company's presence in the club magazine, on sponsor displays and on the club's homepage. In addition, exciting online campaigns are planned, including via the Bundesliga club's social media channels. A matchday promotion, ticket raffles and an autograph session also await Eintracht fans.