

Wasserman becomes presenting partner of SPORT MARKE MEDIEN

The international sports and entertainment specialist is helping to organize the industry summit in Munich and providing new impetus for sports, brands, and media in the German market.

Munich – On December 1 and 2, 2025, SPORT MARKE MEDIEN will once again host the sports marketing congress for the entire spectrum of sports as part of ISPO Munich. Wasserman, one of the world's leading sports and entertainment companies, will become the “presenting partner” of the industry summit starting this year.

Wasserman, with over 3,000 employees in 28 countries, specializes in consulting, marketing, and developing customized marketing solutions for brands and rights holders, as well as managing athletes and artists. With this partnership, the company is strategically positioning itself in the German market.

"We have already had the privilege of supporting some of the biggest sporting events and brands in Germany in recent years and would like to further expand our presence," explains Andreas Schrott, Vice President of Wasserman Live. "The SPORT MARKE MEDIEN congress offers us the ideal platform to network with important decision-makers from the German sports and business world."

Wasserman Live brings branding to life

Wasserman Live, the division of Wasserman that specializes in branding top sporting events, will also design the congress visually and bring it to life. From the design of the event rooms and visual communication to interactive installations and innovative brand activations, Wasserman Live will bring the values and vision of the congress to life in an authentic way. Participants can look forward to an immersive brand experience that illustrates the connection between sport, brand, and media in new and exciting ways.

"The diversity of sport at SPORT MARKE MEDIEN is a perfect fit for Wasserman. The long-standing partnership underscores the importance of the event as a key platform for decision-makers. We see the congress as a must-attend event for anyone who wants to help shape the future of live entertainment," says Hans-Willy Brockes, Managing Director of ESB Marketing Netzwerk.

The conference for sports heroes, marketing decision-makers, and media makers

With over 200 speakers presenting and discussing in more than 30 forums over two days, the congress aims to actively shape the future of sports and provide new impetus for the sports marketing industry. SPORT MARKE MEDIEN brings together the key

players. It is both a meeting place and a think tank. Brands, sports organizations, media representatives, associations, sports influencers, sponsors, and equipment suppliers come together. They all actively shape the congress. The congress provides a stage for all sports and their stakeholders. For more information, visit:

www.sportmarkemedien.com

About the ESB Marketing Network

With over 600 partners, ESB operates the leading business platform for the sports, entertainment, and marketing industries in the DACH market, offering its partners expertise, contacts, and communication. With numerous B2B events and media formats, ESB creates industry-relevant marketplaces, both live and digital. ESB is the founder of the leading business events in the DACH region. For more information, visit:

www.esb-online.com

About Wasserman Live

Wasserman Live is the 360° branding & signage agency for unforgettable live experiences. Its motto: DEFINE. DESIGN. DELIVER. It supports major events from strategic consulting to scoping and design to production, installation, maintenance, and sustainable recycling of used materials. All services can be booked flexibly and individually — whether design, production, or complete implementation. They transform venues (indoor and outdoor) into brand experience worlds with guaranteed recognition value. With global experience, customer-oriented processes, and innovative solutions, they ensure visibility, orientation, and goosebump moments. Those who work with them take events to the next level. For more information, visit:

<https://www.teamwass.com/>