

Business Lounge-Sponsoring Exclusive Partnership as a „Lounge-Presenter“

Berlin | October 2023 | CRR2



Business Lounge-Sponsoring Benefits

- As a “Presenting-Partner“ your company will be listed in all Lounge-Communications across all digital channels (Homepage, Microsite, Social Media) with: “...presented by“.
- Present your company in an eye-catching way in the lounges with logo-integration, promotion points or product presentations.
- Benefit from our additional advertising options, both digital and analogue, with a variety of attractive sponsorship packages.



Business Lounge-Sponsoring

BER Lounge Tempelhof



BER Lounge Tegel



Benefit from the relaxing atmosphere in the Lounge Tempelhof and Tegel for your advertising presence and reach more than 180.000 visitors per year as an exclusive partner.

Business Lounge-Sponsoring

Key Facts BER Lounge Tempelhof

- 900m² total area und 200 seats
- Spacious lounge areas with various seating arrangements, as well as panoramic windows. All with views of the apron and southern runway
- From food & drinks to rest areas for relaxing or working. Combined with shower facilities, every need is taken care of.
- Passengers: Schengen & Non-Schengen, with direct access to passport control, for Non-Schengen.
- Average length of stay of visitors: more than 1,5 hours.



Business Lounge-Sponsoring

Business-to-Business Clients BER Lounge Tempelhof

AIRFRANCE



BRITISH AIRWAYS



FINNAIR



airBaltic



EL AL

ICELANDAIR

UNITED



Aer Lingus



IBERIA EXPRESS



AZERBAIJAN AIRLINES



Condor



DRAGONPASS

DreamFolks



Valid Contract without current use:



Business Lounge-Sponsoring

Impressions BER Lounge Tempelhof



Business Lounge-Sponsoring

Advertising Locations BER Lounge Tempelhof



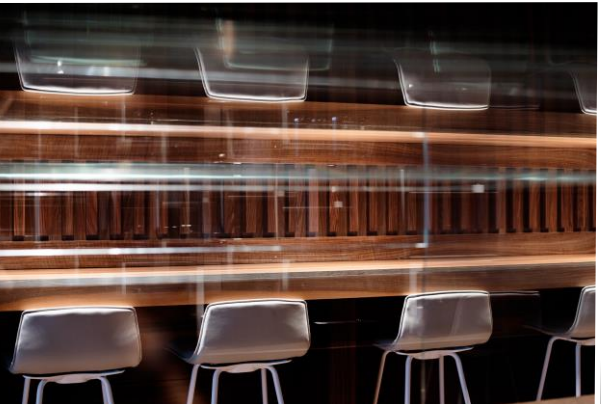
Business Lounge-Sponsoring

Key Facts BER Lounge Tegel

- 500 m² total area and 110 seats
- Various seating arrangements and zones allow guests the opportunity to discover the lounge and use it according to their requirements.
- From food & drinks to rest areas for relaxing or working. Combined with shower facilities, every need is taken care of.
- Multimedia areas and spacious dining facilities complete the lounge experience.
- Passengers: Schengen & Non-Schengen
- Business-to-Business Customers: Air France, Air Malta, Dragon Pass, Dream Folks, Finnair, KLM, Priority Wings
- Strong Business-to-Consumer focus.

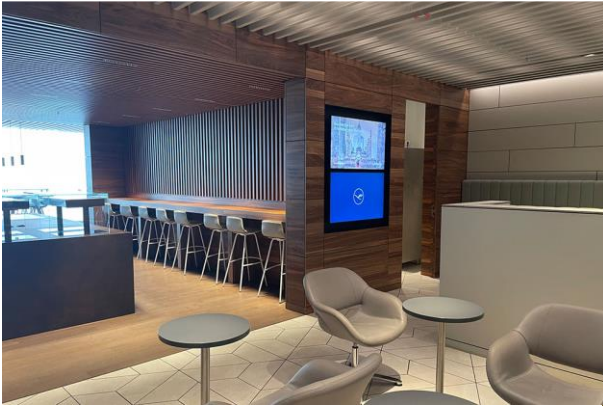


Business Lounge-Sponsoring Impressions BER Lounge Tegel



Business Lounge-Sponsoring

Advertising Locations BER Lounge Tegel



Platin Partnership Lounge-Sponsoring



Presenting Partner

- Brand integration at the entrances to Lounges Tempelhof and Tegel. As well as within the lounges themselves.
- Inclusion as a presenting partner in all lounge communication mediums (internal/external)



Digital Lounge Net

- Exclusive allocation of the digital screens in both lounges
- 5 locations in total
- Play time: 04:00 am – 00:00 pm



Promotion Point Lounge Tempelhof

- Number of areas: 1
- Dimensions: 4,37m x 5,00m
- Exhibition concept by arrangement



Digital City Light Poster

- 30 spaces/ 42 screens
- 1 slot à 10 sec. per minute
- 04:00 am – 00:00 pm
- Target Group: arriving & departing passengers
- Terminal 1 and Terminal 2



Digital Plaza T2

- 3 spaces/ 6 screens
- 1 slot à 10 sec. per minute
- 04:00 am – 00:00 pm
- Target Group: arriving & departing passengers
- Terminal 2

Your Offer – Platin Partnership Lounge-Sponsoring

	Booking Period
„Presenting-Partner“ Lounge Tempelhof & Tegel	1 Year
Digital Lounge Net	1 Year
Promotion Point Lounge Tempelhof	4 x 1 Month per Year
1) DCLP-Net T1 & T2 or 2) Digital Marketplace Deluxe	4 x 1 Month per Year 4 x 1 Month per Year
Digital Plaza T2	4 x 1 Week per Year
Total Investment	582.400 EUR

Gold Partnership Lounge-Sponsoring



Presenting Partner

- Brand integration at the entrances to Lounges Tempelhof and Tegel. As well as within the lounges themselves.
- Inclusion as a presenting partner in all lounge communication mediums (internal/external)



Digital Lounge Net

- Exclusive allocation of the digital screens in both lounges
- 5 locations in total
- Play time: 04:00 am – 00:00 pm



Promotion Point Lounge Tempelhof

- Number of areas: 1
- Dimensions: 4,37m x 5,00m
- Exhibition concept by arrangement



Landscape spaces M Mainpier „Lounge-Net“

- Departing & arriving Schengen-Passengers
- 2 spaces/ 1 net
- Position: near the lounge for business passengers and lounge guests

Your Offer – Gold Partnership Lounge-Sponsoring

	Booking Period
„Presenting-Partner“ Lounge Tempelhof & Tegel	1 Year
Digitale Lounge Net	1 Year
Promotion Point Lounge Tempelhof	4 x 1 Month per Year
Landscape spaces M Mainpier „Lounge-Netz“	4 x 1 Month per Year
Total Investment	530.000 EUR

Silver Partnership

Lounge-Sponsoring



Presenting Partner

- Brand integration at the entrances to Lounges Tempelhof and Tegel. As well as within the lounges themselves.
- Inclusion as a presenting partner in all lounge communication mediums (internal/external)

Digital Lounge Net

- Exclusive allocation of the digital screens in both lounges
- 5 locations in total
- Play time: 04:00 am – 00:00 pm

Promotion Point Lounge Tempelhof

- Number of areas: 1
- Dimensions: 4,37m x 5,00m
- Exhibition concept by arrangement

Your Offer – Silver Partnership Lounge-Sponsoring

	Booking Period
„Presenting-Partner“ Lounge Tempelhof & Tegel	1 Year
Digital Lounge Net	1 Year
Promotion Point Lounge Tempelhof	4 x 1 Month per Year
Total Investment	480.000 EUR

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