## Aided awareness of the main sponsors of Bundesliga clubs in the 2024/25 season 88%

Deutsche Telekom Red Bull 88%

84%

**75**%

68%

63%

55%

54%

50%

46%

38%

Question: Which of the following companies have you ever noticed as a main sponsor in the 2024/25 Bundesliga season? (multiple answers possible; aided answers)

28%

26%

26%

22%

22%

22%

Volkswagen

1&1

Indeed

Congstar

SAP

Vonovia

familia

JobRad

Reuter

Kömmerling

Winamax

MHP

Matthäi

Source: ONE8Y

Survey country: Germany

Survey date: 10/08/2024 to 10/09/2024

Sample: n=1,003 people interested in soccer (top 2 on 4-point scale)

Barmenia Versicherungen

WWK Versicherungen