



BUNDESLIGA AWARD CEREMONY 2019

75.000

spectators in the stadium, and live broadcasts on national and international TV

55

volunteers from the Munich area

5th

Bundesliga Champions award ceremony supported by Liga Travel

The Bundesliga is never dull! The German champions for the 2018/19 season weren't decided until the 34th match, when FC Bayern Munich finally overcame Borussia Dortmund in a long-distance duel. DFL Deutsche Fussball Liga once again relied on Liga Travel's expertise to handle the design, logistics and realization of the Champions award ceremony.

FC Bayern Munich became champions for the seventh time, setting yet another Bundesliga record. Spectators at the match itself and the countless people watching on TV all shared in the championship celebrations straight after the decisive victory in the last home match of the 2018/19 season against Eintracht Frankfurt in the Allianz Arena. The team from Liga Travel worked closely with the Live Communication and Events department at DFL from an early stage to design the event and facilitate communication with the clubs, the Liga and service providers.

As Borussia Dortmund also still had a chance of becoming German Champions, Liga Travel was perfectly prepared for a celebration at either one of the two locations, making good use of its many years of organizing events.





THE CHAMPIONS CELEBRATE WITH EVENT MANAGEMENT FROM LIGA TRAVEL

The jubilant FC Bayern Munich team, the celebration stage with the Champions trophy and the official presentation of the trophy by DFL CEO Christian Seifert and record-breaking international player Lothar Matthäus ensured an unforgettable atmosphere. The individual elements of the Champions award ceremony were meticulously planned for broadcast on national and international TV channels, and helpers on site were also perfectly prepared for the celebrations.

Services at a glance

- Working closely with the DFL, the clubs and Sportcast, the live production company
- Coordinating contractors
- Building the stage on the pitch for the ceremony
- Branding materials (celebration stage, photo backdrop, ceremonial goalposts, medals, pennants)
- Designing and directing the supporting program (including music, confetti, helpers' uniform)
- Recruiting and coordinating the volunteers
- Handling travel arrangements for DFL staff (arrival, hotel)

The level of organization, seamless communication and reliability of the Liga Travel team were crucial for the success of a TV event with such a large number of stakeholders.



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