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# American Football in Europe

- Average 3 500 fans during home games
- Almost 80 000 fans during the first 3 ELF Championship Games
- ELF games are being broadcast via ProSieben MAXX, Polsat Sport, Puls 24, Eleven Sport and via internet channels - ran.de and ELF GamePass
- European League of Football - 17 teams, 9 nations, 1 goal!



Official ELF website



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# American Football in Poland

2006

First season of Polish League of American Football (4 teams)

2012

Polish Championship game on the National Stadium in Warsaw

2013

National Team's debut

2016

European Championship for the Panthers

2017

National Team on the 2017 The World Games

2019

National Championship

2020

COVID season - National Championship

2021

Joining the European League of Football

2022

Reaching the ELF playoffs

2023

Reaching the ELF playoffs





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# Why American Football?

## Exciting

the highest european level of competition, close games full of quick turnovers, action and fight for every yard till the last whistle

## Spectacular

long passes, hard hits  
- real exhibition of sports power!

## Complete

speed, power, agility and determination  
put together with precision and careful strategy

## Dynamic

quick plays, surprising outcomes and incredible athletes  
from all around the world competing for one trophy

## Versatile

for everyone - both fans of adrenaline as well  
as statistics and strategy geeks!

## Team sport

hard to find a sport basing on cooperation  
more than American Football





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# Panthers - the international pride of Wrocław



- Record in the amount of players in the National Team
- Active fanbase in the whole Poland and abroad
- Frequently placed in the TOP 5 of European teams
- The only Polish team to compete in international series on regular basis





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# Polish Capital of American Football

**Wrocław - the strongest American Football brand  
in Poland and Central-East Europe**

- IFAF European Championship 2016
- National Champion 2016, 2017, 2019, 2020
- 6 National Championships by Panthers Juniors
- The World Games 2017 host
- Panthers Minis - flag football project since 2015
- First European city to collaborate on NFL Flag League project
- The only Polish team invited to the emerging ELF



# European League of Football

- International, elite American Football league aiming for the full professionalization of the discipline in Europe. Joining the League is possible only on invitation.
- 17 teams from: Germany, France, Austria, Spain, Italy, Switzerland, Czech Republic, Hungary and Poland
- Cooperation with ProSieben MAXX, a part of ProSiebenSat.1 Media group - owner of 3 of the 8 biggest TV channels in Germany
- Potential ways of development - London, Stockholm, Amsterdam, Kopenhagen





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# European League of Football

- Average 95 000 watched the Panthers games online in the 2023 season
- Highest viewership in the 2022 season reached 400 000 against Berlin Thunder. The ELF record is 530 000 reached during the 2023 Championship Game ELF games make up for 5,6% of TV market in Germany in the 14-39 age group

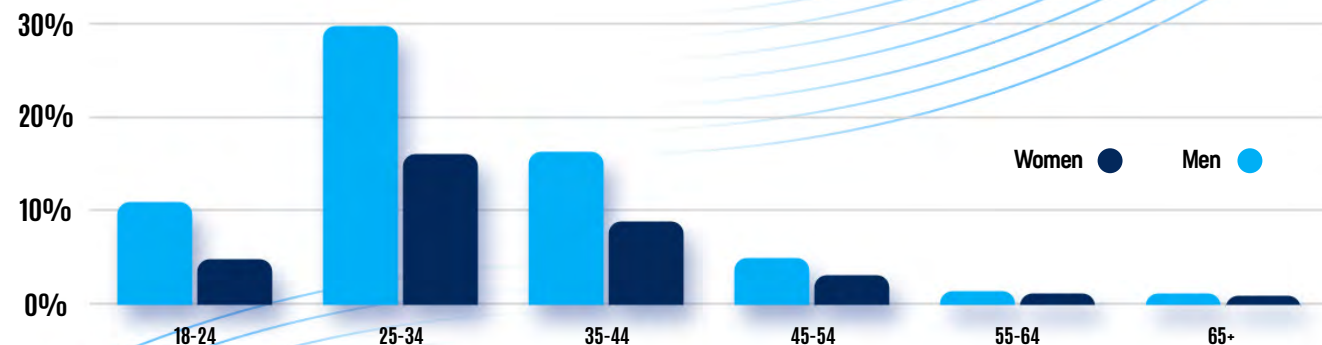
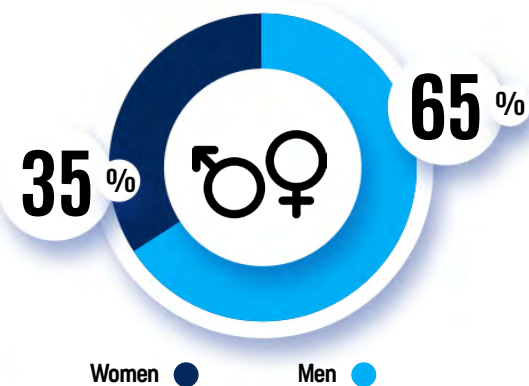




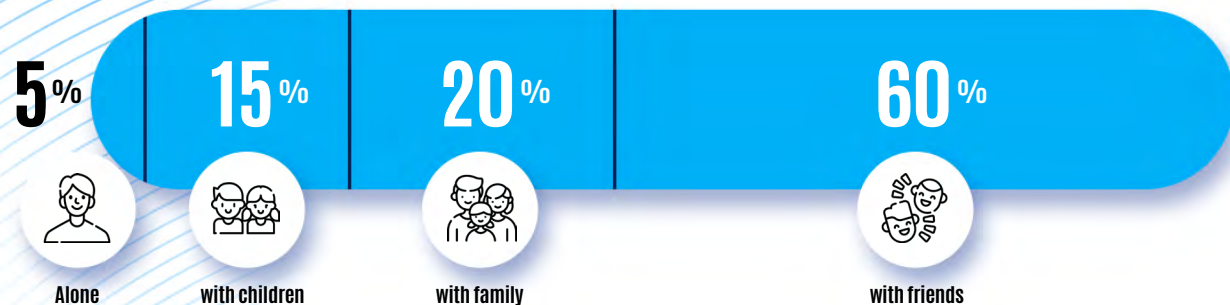




# Panthers Nation by numbers



Average fans number during home games





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# Home facility

- The home of Panthers - the Olympic Stadium is the first American Football stadium in Europe
- Modern facilities with 13,000 capacity
- Main arena for the 2017 The World Games
- Catering zone, complex lights, big parking
- Spacious VIP zone with a separate stands entry
- Complete gym exclusively for the Panthers athletes
- Official team premises





Season 2022



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# Home games

- 3 500 fans on average
- Animations and games for the youngest
- Cheerleaders
- 2 Panthers mascots - Miaurycy and Miałgosia
- Professional live commentary
- Music and visual attractions throughout the whole game
- Modern, LED big screen
- VIP lounge with a separate stands entry
- Thematic zones ran by partners and sponsors
- Family atmosphere, friendly competition between fans from the whole continent
- Halftime contests with prizes during every game



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# Media coverage

- Long term cooperation with radio stations Eska and Wesoła FM, Słowo Sportowe magazin, Halftime.pl or TuWroclaw.com portal
- Games streamed live on Polsat Sport, ProSieben MAXX as well as online via ran.de, Rakuten TV, SamsuNG TV, SamsuNG TV, Magenta TV, More than Sports TV
- Two viewership records set by Panthers games in the first season of the European League of Football
- On demand access to games, highlights and extra content via the official ELF website
- In the past our games were broadcasted by TVP Sport, nSport+ and Polsat Sport





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# Panthers Wrocław - international quality marketing in the best local form



32.000 flikes

The biggest football team's Facebook page in Europe, third biggest sport club's fanpage in the Lower Silesia region



Over 2.850 subscriptions

586 000 views overall



Over 18 500 followers

Biggest profile in Polish American Football, one of the biggest in the whole Europe



4.000 followers



4.800 followers





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# Panthers Wrocław international quality marketing in the best local form

## Digital activities:

- Everyday communication via Social Media - Facebook, Instagram, Twitter/X, Tik Tok, LinkedIn, Threads, YouTube
- Photos and videos produced during every game  
- thousands of photos and hours of footage every year
- Official Polish and English websites
- Social Media series dedicated and created alongside partners and sponsors



Cooperation





# Panthers Wrocław - international quality marketing in the best local form

## **Cyclical dedicated events**

Cooperating with city during public events, giving back to the society, cooperation with local brands and big corporations on company events

## **Modern exposition solutions**

Animations, videos and graphics display on a LED big screen, big spaces available inside and outside the Stadium - our imagination is the only limit!

## **Close relations with other sport teams in our region**

Long-term cooperation with WKS Śląsk Wrocław (soccer), WKK Wrocław (basketball), WTS Sparta (speedway), Gwardia & Volley Wrocław (volleyball), Jaguars Kąty Wrocławskie (American Football, Polish league) and more, working together on unifying local sporting community

## **Online presence**

Outside the day-to-day communication, our social media gameday coverage includes pre-game insights, game highlights, contests for the fans, interviews and way more!

## **Real time marketing**

Constant watch over local and world-wide trends with quick adaptation to our environment

## **Home game events**

Home games as picnic events and tailgating with barbecue, live DJ sets, food trucks, beer and non-alcoholic beverages, multiple attractions for the youngest with the game being the main event of the day







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# Sports mission

- Fight for the European League of Football trophy
- Further development of Panthers youth sections - juniors (age groups U-16 & U-19; tackle football) and Minis (age group 7-13; flag football)
- Further popularization of Panthers brand on Polish and international markets





# **Sponsorship advantages with the Panthers**

- Linking the brands' image with the most dynamic and developing discipline in Europe
- Logo visibility on live TV and streaming platforms all around the world
- Over 10 event days between March and November, with possibility of direct exposition in front of the customers
- Integrating partner and club's promotional activities both in digital and real world
- Low entry threshold comparing to other disciplines with significantly narrower exposition, not competing on the international level
- Additional exposition in local, national and foreign media outlets





Highlights



Article by the Dallas Cowboys



# KaVontae Turpin









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# CSR

- Connecting sponsors' activity with "giving back to community" philosophy
- Building positive image in the local community
- Great way to reach new groups of potential customers - sport connects!
- We are involved in number of local and nation-wide charities, making a great bridge for sponsors' activities

**CANCER  
FIGHTERS**









# Branding exposition possibilities

- Advertisement banners, large format mesh banners on the stands, flags, inflatables inside and outside the Stadium
- Possibility to host company events, conferences and meetings in the stadiums' VIP zone of the Stadium
- Spacious lot in front of the Stadium allows us to create number of partner-powered stands, allowing us to reach directly to our fans and visitors
- Digital advertisement displayed on the LED big screen
- Logo exhibition on Panthers vehicles
- Spot on the sponsors board, used as the background for pre-, and post-game interviews
- Logo with direct link / banner on our official website
- Logo / product placement in videos produced by the club
- Rights to players image, logo and name in terms of companies' communication
- Dedicated graphic and video series,
- Halftime contests with prizes sponsored by partner during the games



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# We've worked with...



Mitutoyo

KFC

Wrocław  
miasto spotkań



Mineral Zdrój

NASZBUS.COM  
FanLogic Group



FITNESS

TOYOTA  
Centrum Wrocław  
Róg Legnickiej / Na Ostatnim Groszu



eska

fitbit



TRIADA  
DRUKARNIA



ticketmaster

OSHEE

Gazeta  
WROCŁAWSKA

TU WROCŁAW .COM

SŁOWO SPORTOWE

Multikino



Fitness  
aquaparkwrocław



PROTRAINUP

Grupa Krotoski-Cichy  
Częstochowa



Sonda Sports

FITNESS  
WORLD



THE WORLD GAMES  
WROCŁAW 2017



BROWAR  
STU MOSTÓW



BLACKROLL  
THE HEALTHY COMPANY



RAWLPLUG



empik

Box media

Going.



WSH  
Wyższa Szkoła  
Handlowa  
we Wrocławiu



FLEET  
mobility

hummel





## **Jacek Tarczyński - Chairman of the Board Tarczyński LLC, Panthers Wrocław owner**

The Tarczyński company has been involved in American Football in Wrocław for more than 10 years. Every year I can see how thanks to better and better management and sports activities, from an amateur club we've turned into a professional organization that is presented as a model, and amongst the best and oldest clubs in Europe - even ones that exist 30 years and more. We represent and promote our city in Poland and abroad, that's why Wrocław appears both in our name and on our game uniforms.

As the owner of the club, I see in Panthers Wrocław the motivation and hard work which are also the pillars of the Tarczyński company. I am proud that our organization not only achieves results in Poland but also the international arena. Above all it also has a very positive impact on the local community, with which close relations are a priority in our company's activities. I always emphasize how important it is to develop children and young people and build their love for sport. With Panthers Wrocław I see it every day. The sporting events themselves are already organized at the European level. Their organization, sponsorship exposure and the benefits generated by the club mean that the investment in American football came all the way from being a great passion into operation that brings real image benefits and allows for permanent association of the Tarczyński brand with a great, family sport and events built on the basis of values that are key to the operation of our brand







## **Gary Kubiak - NFL Head Coach, Super Bowl 50 Winner**

„The Panthers organization exceeded my expectations when coming to Europe. It's one of those organizations, where development on the field goes together with organizational growth.

During my short stay in Poland I had a chance to watch the Panthers home game together with a game day event and I know Wrocław, together with the European League of Football are taking American Football in Europe to the next level.

I recommend Panthers as a business partner to every company willing to cooperate with the best.”.



## **Patrick Esume - European League of Football Commissioner**

„I like the care and ambition with which the Wrocław Panthers run their organization. Since 2013, the Panthers have been proving their passion for American football and other sports like Lacrosse in Europe. With the Panthers' entry into the European League of Football, we have one of the most exciting projects in European football on our side.”.



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# Panthers Wrocław is also

Over 50 active female Softball, Lacrosse and Ultimate Frisbee players.



Polish Cup



National Championship



Polish Cup



National Vice Championship



Polish Cup



Polish Cup



National Championship



Second place in the European Cup



National Championship



Polish Cup





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# Panthers Wrocław is also

Over 50 active female Softball, Lacrosse and Ultimate Frisbee players.

2015

Wrocław's debut in the international series during Prague LAX Cup

2017

Polish National team on The World Games

2018

First place during Budapest New Years Cup

2018

First place during LAX in the box Dresden

2018

National Team performance in U21 European Championship

2019

National Team performance in LAX Prague Cup

2021

National Vice Championship





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# Panthers Ultimate

Over 50 players in two Ultimate Frisbee sections.

Both Women's and Men's sections perform on the highest national level as well as in the most important European tournaments

2023

National Vice Championship Women

National Championship Men







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# Youth sections

Led by experienced coaching staff, our youth sections create the best environment for both physical and mental development of young players. Our philosophy on youth is never oriented towards winning at all cost. During that time attention is shifted towards leading kids and teens to learn to compete within fair-play frames, learning proper work culture while also overseeing school duties with close contact to our player parents and/or legal guardians.

**As for 2024 we develop the following sections :**

Panthers Football Juniors U-19

Panthers Football Juniors U-16

Panthers Softball Juniors

Panthers Lacrosse Juniors

Panthers Minis (flag football)









# Kontakt z klubem

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