

Media Information
29 September 2023

'Dunks for Tomorrow': BMW Munich and FC Bayern Munich Basketball launch joint social commitment.

+++ First competitive match at BMW Park on high-tech, glass video sports floor
+++ Every dunk counts for SOS-Kinderdorf and promotes educational equality
+++ 3,000 euro raised at first home match at BMW Park

Munich. The partnership with BMW Munich really picked up speed on Friday evening, when BMW Park hosted the opening round of the season between FC Bayern Munich Basketball and Mitteldeutscher BC. BMW presented a world premiere at the first competitive match at BMW Park where, for the first time, an official league match was played on a high-tech video sports floor made of glass. The joint initiative 'Dunks for Tomorrow' was also launched, which this season across all competitions BMW will donate 1,000 euro to SOS-Kinderdorf e.V. for every dunk by an FC Bayern Munich basketballer at BMW Park. The team, which included world champions Andreas Obst and Isaac Bonga, as well as NBA champion Serge Ibaka, won the opening match of the Basketball Bundesliga 96:87 and "slammed" the ball through the hoop three times to raise the first 3,000 euros.

"The social commitment and contribution to better prospects for the future are important elements of our partnership with FC Bayern Munich Basketball. With our 'Dunks for Tomorrow' initiative, we are supporting SOS-Kinderdorf and its commitment to educational equality and equal opportunity throughout the entire season," said Bernd Döpke, head of BMW Munich. "Every dunk counts now; on the scoreboard and for this good cause. We are looking forward to a fantastic and successful season in every way."

Marko Pesic, CEO of FC Bayern Munich Basketball GmbH, adds: "It is absolutely fantastic what BMW has delivered here at its first match as presenter – the spectacular glass floor for the fans, and now the magnificent dunk campaign for SOS-Kinderdorf e.V. and the community. The social aspect is a very important cornerstone in our new partnership and this campaign is perfect, particularly as we have just brought in another dunk specialist in Serge Ibaka. This fantastic appeal will definitely motivate our players to slam dunk the ball as often as possible."

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To break the cycle of poverty and limited opportunities, the charity SOS-Kinderdorf e.V. supports children and young people from underprivileged families in many different ways throughout their school lives. SOS-Kinderdorf is present in schools and helps with everyday life – for example, with school social work, afternoon care and social group projects.

The goal for all SOS-Kinderdorf's provisions in schools is to make teaching easier and create a comfortable learning environment for all pupils. Children from underprivileged families often need more support and encouragement than teaching staff are able to offer in everyday school life.

"Young people need the best possible development opportunities, in order to determine their own futures. That is something that we at SOS-Kinderdorf firmly believe. For this reason, we encourage and support young people in all facets of their personality. We have been committed to helping them for almost seventy years – in Germany and around the world. The 'Dunks for Tomorrow' campaign launched by BMW and FC Bayern Munich Basketball will help us achieve these goals in a generous and sustainable manner. We are grateful to have strong partners on our side, in BMW and FC Bayern Munich Basketball, and are looking forward to an exciting season," said Anna Pönisch, Head of Marketing at SOS-Kinderdorf e.V.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30

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production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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