

Media Information

4th August 2025**"Dunks for Tomorrow" Creating Real Opportunities in Life:
BMW Supports DEIN MÜNCHEN's Education Programme
with €125,000.**

+++ FC Bayern Munich Basketball scores 125 dunks in home games during their 2024/25 championship season
+++ BMW Munich donates €1,000 to DEIN MÜNCHEN for every dunk made at home
+++ The education programme "NO LIMITS!" helps young people on their journey toward a self-determined life
+++ Partner schools and institutions of DEIN MÜNCHEN also receive 125 basketballs
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Munich. It was a nerve-wracking end to a long season, but it all paid off when FC Bayern Munich Basketball successfully defended their German championship title with a hard-fought victory in the decisive fifth BBL final game against Ulm - and celebrated in front of a home crowd. But the reasons to celebrate extended beyond the court: fans witnessed a total of 125 dunks by the team during home games. Each one represents a real opportunity. As part of the "Dunks for Tomorrow" initiative, BMW Munich donates €1,000 for every dunk by the Reds. Since the beginning of the partnership in 2023, the mobility partner of the German champions has actively supported educational equity and equal opportunity.

In total, this brought in €125,000, which BMW Munich is donating to DEIN MÜNCHEN. The non-profit organization is passionately committed to improving future prospects for children and young people in the Bavarian capital. The support will go toward the "NO LIMITS!" project, which focuses on helping teenagers growing up in difficult social and financial circumstances by assisting them with their academic, professional, or personal development.

"Our 'Dunks for Tomorrow' initiative is a core part of the partnership between BMW Munich and FC Bayern Munich Basketball - through which we take on social responsibility in our shared hometown," said Bernd Döpke, Head of BMW Munich, during the symbolic check

handover to DEIN MÜNCHEN. "We're very pleased that an impressive 125 home-game dunks translated into a proud total of €125,000."

The BMW Group and DEIN MÜNCHEN share the belief that the transmission of knowledge and skills, as well as fostering healthy self-esteem, are key factors for equal opportunity and social participation - and ultimately help to strengthen social cohesion.

"This fantastic donation will go directly into our 'NO LIMITS!' education programme and thereby help build real futures for young people," said Mara Bertling, founder and managing director of DEIN MÜNCHEN. "With 'NO LIMITS!', we support young people in their personal development, strengthen their self-confidence, and help them grow their talent and potential for a self-determined life. Each dunk represents not only a special sporting moment, but a real opportunity in life. This powerful partnership transforms sporting energy into social impact that benefits us all. On behalf of all the young people: thank you!"

Sport itself is also an important factor on this journey. In addition to the financial support, BMW Munich also donated 125 basketballs to schools and other institutions working with DEIN MÜNCHEN. A number of these were personally delivered by Bernd Döpke, Mara Bertling, and FCBB mascot Ben - bringing joy to the young recipients.

"On behalf of our entire school community, I would like to thank BMW Munich and DEIN MÜNCHEN for this generous basketball donation," said Claudia Griebhammer, Principal of the Simmernstraße Middle School. "Sport is about more than just movement. It promotes team spirit, fairness, and excitement. When our students are able to play and exercise during recess, that's a wonderful thing. It's incredibly encouraging to see companies like BMW taking responsibility for our youth, helping them participate in society."

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In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

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