

Media Information

29 April 2026

**FC Bayern Basketball: BMW Park under the banner of
MINDS FOR TOMORROW.**

+++ The long-term project MINDS FOR TOMORROW by the BMW Group and DEIN MÜNCHEN introduces itself +++ Young people design clapper boards and T-shirts for the BBL home game against RASTA Vechta +++ BMW Munich supports the project with 1,000 euros for every Bayern home game dunk +++

Munich. On Sunday, FC Bayern Basketball will face RASTA Vechta at BMW Park (4:30 pm). The matchday is dedicated entirely to MINDS FOR TOMORROW. The BMW Group and DEIN MÜNCHEN have launched this multi-year project, which makes new perspectives tangible for young people and sets a new social feel for the city of Munich. The project is fully financed by the DUNKS FOR TOMORROW initiative, through which BMW Munich has donated 1,000 euros for every home game dunk by FCBB since the very first day of the partnership with FC Bayern Basketball.

In a MINDS FOR TOMORROW workshop with Munich artist Chelo, young people designed the motif for the clapper boards. The design will also appear on a limited number of T-shirts. These will be worn on Sunday by the player escorts, whose parents all work for the BMW Group, as well as the young people involved in the project. As a special highlight, the motif will also be impressively displayed on the video glass floor.

The workshop with Chelo and the presentation of the results on matchday are exemplary of the MINDS FOR TOMORROW approach where people from disadvantaged backgrounds often face particular challenges. Their talents and abilities are obvious. That is why they especially need perspectives, positive role models, and opportunities for active participation. It is crucial to open up access for them, enable participation, and make belonging and self-efficacy tangible.

MINDS FOR TOMORROW creates spaces and situations in which young people have a voice and are heard. At the same time, inspiring role models provide orientation and inspiration that surprise and spark curiosity. The

creative design of the clapper boards, which will be held by thousands of basketball fans, is one such moment. The young people feel that their actions matter and that they can make a difference. They actively contribute and bring about change.

MINDS FOR TOMORROW will present itself at the home game on Sunday in the Presenter Box at the main entrance of BMW Park. Visitors can find out more about the initiative from DEIN MÜNCHEN staff, talk to the young people involved, or, with a bit of luck, win one of the limited-edition T-shirts.

Quotes.

Alexander Bilgeri (BMW Group Head of Communications for HR, Production, Purchasing, Sustainability): "At the BMW Group, we want to contribute as part of society to solving the challenges of today and tomorrow. A strong community is created when people have fair opportunities – especially young people. That's why we need to encourage them to take their future into their own hands. With MINDS FOR TOMORROW, we are committed to enabling greater equality of opportunity and genuine participation for young people in Munich."

Mara Bertling (Founder & Managing Director, DEIN MÜNCHEN): "Together with the BMW Group, we are taking on the task of making the fading 'silver lining on the horizon' shine again for young people from disadvantaged backgrounds. On a new level, MINDS FOR TOMORROW expands its impact, sets impulses, and, by activating a future mindset among young people as well as throughout Munich's urban society, provokes a real departure towards something new – a transformation from fear of the future into courage for the future."

Chelo (Artist): "It was a great experience to do the workshop – something I had never experienced before. I didn't know what would happen, DEIN MÜNCHEN didn't know what would happen, BMW didn't know what would happen. In the end, it was wonderful to see the good that comes out when young people work creatively."

DUNKS FOR TOMORROW.

For many years, the BMW Group has supported educational projects at its locations worldwide. We believe that education is the engine that drives the development of our society. It ensures growth, prosperity, and social stability. Every young person has talents within them. However, there is not always an environment in which these talents can become visible.

With the start of the partnership between BMW Munich and FC Bayern Munich Basketball, DUNKS FOR TOMORROW was launched. The initiative is a cornerstone of the collaboration, through which the partners assume social responsibility in their shared hometown. For every dunk by the Bayern basketball players in a home game, BMW supports a local educational project with 1,000 euros. Each dunk thus stands not only for a special sporting moment but also for real opportunities in the lives of young people.

In the **2023/24 season**, FC Bayern Basketball raised 141,000 euros in this way, with which BMW supported SOS-Kinderdorf e.V. and various educational projects that help children and young people on their way to academic and professional success.

Since the **2024/25 season**, BMW has been working with the organisation DEIN MÜNCHEN as part of DUNKS FOR TOMORROW. Their goal is to integrate children and young people who grow up in social and financial risk situations into society and to involve them sustainably. Key levers for this are equal opportunities and participation, as well as imparting knowledge, skills, and a healthy sense of self-worth.

In the first season of collaboration with DEIN MÜNCHEN, BMW was able to support the NO LIMITS! program with 125,000 euros. With NO LIMITS!, DEIN MÜNCHEN accompanies young people on their path of personal development, strengthens their self-confidence, and fosters potential and strengths for a self-determined life.

MINDS FOR TOMORROW.

In the **2025/26 season**, the BMW Group and DEIN MÜNCHEN have launched a new programme that is designed to run over several years and is financed through DUNKS FOR TOMORROW. Appropriately, it bears the name MINDS FOR TOMORROW. With this, the BMW Group is taking the next step in its successful collaboration with DEIN MÜNCHEN to make a lasting impact in their shared hometown of Munich and to create future opportunities for young people facing challenging starting conditions. This strengthens social cohesion and contributes to a vibrant and strong urban community.

Young people in difficult life situations often lack contacts, opportunities, and places where they can develop a positive outlook. This is where the MINDS FOR TOMORROW programme comes in. The aim is to spark curiosity, strengthen self-confidence, and open up new perspectives for these young people. Through creative activities, they discover their own strengths and develop an attitude that enables them to actively shape their future and our society.

MINDS FOR TOMORROW is divided into three phases. In the first step, around 40 young people are trained as multipliers and motivators. They acquire skills in areas such as project management and communication, as well as creativity and strategy development. In the second phase, these 40 young people will carry out more than 30 creative activities such as workshops, flash mobs, art projects, or sports events. They act as authentic voices for their peer group and inspire courage as positive role models.

The final component of the project is an urban, public event where the young people showcase, through their self-developed projects and ideas, the potential within them and demonstrate that they can actively participate in and contribute to society when empowered to do so. The BMW Group will accompany all three stages of the project and support them with employees acting as mentors.

Corporate Communications

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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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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