

## Professional Sports

### Sports Sponsorship

With its initial IPO in 2001, the operator of Frankfurt airport changed its name from "Flughafen Frankfurt/Main AG" to "Fraport AG". Sports sponsorship is an excellent platform for circularize our new name and brand among stock-holders, customers, and business partners. Our focus is on regional teams and sporting events that have a high potential of attracting both media and public attention. Prime examples include "Eintracht Frankfurt" and the annual "Ironman European Championship".

### Eintracht Frankfurt

As the lead sponsor of "Eintracht Frankfurt", the successful premier league football team, we can promulgate the Fraport name throughout Germany and Europe. Looking back on a more than one hundred-year history, the Eintracht Frankfurt football team is very popular in the Rhine-Main region and beyond. Fraport began sponsoring Eintracht Frankfurt in 2001 – the year of Fraport's IPO. Since then, the team has done rather well in Germany's premier football league and qualified for the 2006 European UEFA Cup tournament. The Home of Eintracht Frankfurt is the new state-of-the-art Commerzbank Arena football stadium, with a seating capacity of more than 50,000 fans, who always ensure a unique atmosphere.

Click here for more Information about "Eintracht Frankfurt"  
([http://www.eintracht.de/english/about\\_eintracht/](http://www.eintracht.de/english/about_eintracht/))

### Ironman European Championship

Hawaii in central Europe

The Ironman European Championship is by far the largest annual sporting event in Frankfurt. Thousands of athletes from all over the globe congregate annually in Frankfurt to swim 3.8 kilometers, bike 180 kilometers, and run a full marathon. In 2009, more than 500,000 spectators along the race course cheered for the athletes. A large part of the race track ran through the area surrounding Frankfurt Airport. World famous triathlon athletes come every year to compete for the IRONMAN European Champion title. The prize money of \$100,000 which will be distributed among the ten best is an additional incentive. It is the second-highest prize money in the worldwide IRONMAN series.

The next Ironman European Championship will be held in Frankfurt on July 4, 2010.

Click here for more information about the Ironman European Championship. (<http://www.ironman.de>)

