

BC VIENNA

2026/27



VIENNA
PLAYS
BIG

THIS SEASON CHANGES THE GAME.
ABA LEAGUE. EUROPE. AUSTRIA.

| THIS SEASON CHANGES THE GAME.



- ONE TEAM.
- THREE COMPETITIONS.
- ONE EXTRAORDINARY SEASON.
- 40.000+ FANS
- 20+ international Home Games
- 20+ national Home Games

- TV Live Coverage
- TV Live Streams

- 3 Locations: BC VIENNA Arena, Stadthalle, Neue Sportarena Wien



WHY NOW?

FIRST EUROPE CUP SEASON.
SECOND ABA LEAGUE SEASON.
A NEW TEAM BUILT FOR EUROPE.

**A NEW ERA FOR
BASKETBALL IN VIENNA.**

| ONE TEAM. THREE COMPETITIONS.



ABA

International Basketball. Every Week.

- 20 Clubs · 2 Groups
- 15+ International Home Games
- Partizan · Dubai · Bosna · Cluj · Zadar · Spartak · Mega · SC Derby · Ilirija
- Top 4 of each Group advance to the Top 8
- Remaining Teams enter the Play-Out Stage
- Additional Home Games in the Second Stage

Big Names. Big Games.
International Reach.

EUROPE CUP

Europe Comes to Vienna.

- 48 European Clubs · 8 Groups
- 5+ International Home Games
- International Group Stage
- Live Broadcast on ORF SPORT+
- Basketball Champions League Qualification · September 2026
- European Competition guaranteed: Basketball Champions League or FIBA Europe Cup

European Competition.
International Exposure. Bigger Stage.

SUPERLIGA

Road to the National Title

- 11 Clubs
- 10+ National Home Games
- Regular Season + Playoffs
- Austrian Cup Finals

Home Market. National Relevance.
One Goal: The Title.

| EVERY GAME HAS IT'S STAGE.



BC VIENNA ARENA

1.500 Fans | 250 VIPS
HOME.
Close. Loud. Intense.



SPORT ARENA WIEN

3.000 Fans | 300 VIPS
CITY.
More Fans. More Activation. More Visibility.



WIENER STADTHALLE

10.000 Fans | 500 VIPS
BIG STAGE.
One of Vienna's biggest basketball nights.



**FROM HOME COURT
TO BIG STAGE.**

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BIG NAMES. BIG NIGHTS.



OUR ABA-LEAGUE GROUP

GROUP B

- BC VIENNA
- Bosna BH Telecom
- Dubai Basketball
- Mega Superbet
- Partizan Mozzart Bet
- Perspektiva Ilirija
- SC Derby
- Spartak Office Shoes
- U-BT Cluj-Napoca
- Zadar

**TWO EUROLEAGUE CLUBS.
ONE SEASON IN VIENNA.**

ADMIRALBET ABA LEAGUE 2026/27	
GROUP A	GROUP B
 C. ZVEZDA MERIDIANBET	 DUBAI BASKETBALL
 CEDEVITA OLIMPIJA	 PARTIZAN MOZZART BET
 BUDUĆNOST VOLI	 U-BT CLUJ-NAPOCA
 CIBONA	 SC DERBY
 IGOKEA M.TEL	 ZADAR
 FMP	 SPARTAK OFFICE SHOES
 BORAC MOZZART	 BOSNA BH TELECOM
 KRKA	 MEGA SUPERBET
 ŠIROKI TT KABELI	 PERSPEKTIVA ILIRIJA
 SLOVAN BRATISLAVA	 VIENNA



BIG NAMES. BIG NIGHTS.



OUR FIBA EUROPE CUP

GROUP D

- BC VIENNA (Österreich)
- Keravnos BC (Zypern)
- RASTA Vechta (Deutschland)
- King Szczecin (Polen)
- SLUC Nancy Basket (Frankreich)
- Nitra Blue Wings (Slowakei)

EUROPE COMES
TO VIENNA.



FIBA
EUROPE CUP

REGULAR SEASON

2026/2027
REGULAR SEASON

GROUP A

 TREPCA

 PROMITHEAS PATRAS BC

 BK OPAVA

 VET-CONCEPT
GLADIATORS TRIER

 BC SPLIT

 BC BATUMI 2010

GROUP B

 PATRIOTI LEVICE

 BC OOSTENDE

 NHSZ - SZOLNOKI
OLAJBANYASZ

 FIATC GIRONA

 ZASTAL ZIELONA GORA

 WINNER
FEC QUALIFIERS PAIRING 2

GROUP C

 SPORTING CP

 BC RILSKI SPORTIST

 KOLOSSOS H HOTELS

 ESENLER EROKSPOR

 SCM UNIVERSITATEA CRAIOVA

 GENGE BC

GROUP D

 KERAVNOS BC

 RASTA VECHTA

 KING SZCZECIN

 SLUC NANCY BASKET

 NITRA BLUE WINGS

 BC VIENNA

GROUP E

 PETROLINA AEK LARNACA

 FITNESS FIRST
WURZBURG BASKETS

 TARTU ULIKOOL
MAKS & MOORITS

 IRAKLIS BC

 DZIKI WARSZAWA

 MZT SKOPJE AERODROM

GROUP F

 BIGBANK/KALLEV

 GLINT MANISA BASKET

 BC BASHKIMI

 ELAN CHALON

 VALMIERA GLASS VIA

 MANCHESTER BASKETBALL

GROUP G

 BAKKEN BEARS AARHUS

 SL BENFICA

 LANDAU LIONS

 YUKATEL DENIZLI BASKET

 LIONS DE GENEVE

 WINNER
FEC QUALIFIERS PAIRING 1

GROUP H

 CSM CSU
RAIFFEISEN ORADEA

 FRIBOURG OLYMPIC BASKET

 VEF RIGA

 MYKONOS BC

 LOKOMOTIV PLOVDIV

 WINNER
FEC QUALIFIERS PAIRING 3

THE BIG GAME

BC VIENNA × PARTIZAN BELGRADE



09.01.2027

- WIENER STADTHALLE
- 10.000 FANS.
- 500 VIP GUESTS.

ONE NIGHT
ONE CITY
ONE MASSIVE STAGE.

THE BIG GAME @ WIENER STADTHALLE



BUILT FOR THE NEXT LEVEL.

- NEW SEASON.
- NEW COACH.
- NEW TEAM.
- NEW AMBITION.

BC VIE isn't just entering new competitions.
The club is building a team for them.



| ONE PARTNERSHIP.

EIGHT MONTHS OF CONTENT.



TIMELINE

- **SEP 2026**
Champions League Qualifier
- **OCT 2026**
SEASON TIP-OFF
 - ABA LEAGUE
 - FIBA Europe Cup
 - Superliga
- **DEC 2026**
INTERNATIONAL HIGHLIGHTS
- **09 JAN 2027**
THE BIG GAME
 - PARTIZAN × VIENNA
WIENER STADTHALLE
- **JAN – MAY 2027**
PLAYOFF PUSH



40+ GAMES.
8+ MONTHS.
ALWAYS ON.

ABA LEAGUE HIGHLIGHTS

- **03 OCT** · Cluj-Napoca (ROU)
- **30 OCT** · Bosna Sarajevo (BIH)
- **19 DEC** · Dubai Basketball (UAE)
- **09 JAN** · Partizan Belgrade (SRB)
- **30 JAN** · Spartak Subotica (SRB)

FIBA EUROPE CUP HIGHLIGHTS

- **14 OCT** · King Szczecin (POL)
- **11 NOV** · SLUC Nancy (FRA)
- **09 DEC** · RASTA Vechta (GER)

**+ SUPERLIGA HOME GAMES
THROUGHOUT THE SEASON**

| NOT ONE AUDIENCE. A COMMUNITY.



URBAN SPORTS CROWD

25–45 · Vienna · Digital · Active · Brand-conscious

NEXT GENERATION

Students · Families · Kids · Schools

BASKETBALL CULTURE

Fans · Players · Clubs · Youth

BUSINESS COMMUNITY

VIPS · Entrepreneurs · Decision
Makers · Corporate Guests

BALKAN COMMUNITY

Serbia · Bosnia · Croatia · Montenegro · Slovenia
A strong emotional connection to the ABA League



| FROM THE ARENA TO THE SCREEN.



ARENA SPORT TV NUMBERS



28

Games on TV
18 regular season
und 10 playout



22.586.381

Overall Views



1.258.097

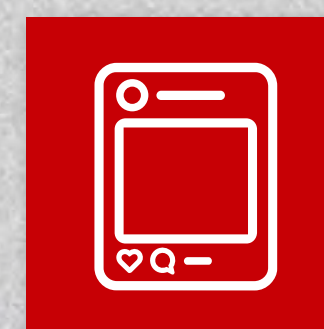
Views BC VIENNA vs.
Roter Stern Crvena Zvezda

SOCIAL MEDIA NUMBERS INSTAGRAM



5.209

Followers



522

Postings



423.567

Reached Accounts



3.532.146

Views



235.968

Likes



25.581

Comments



AUSTRIA × ADRIATIC REGION × EUROPE

| 360° VISIBILITY ALL SEASON.



LIVE

Arena · LED · Court · Jersey · Activation



BROADCAST

TV · Streaming · International Coverage



DIGITAL

Social Media · Reels · Video · Content



MEDIA

PR · Editorial · Media Partnerships · OOH

ONE PARTNERSHIP. MULTIPLE TOUCHPOINTS.

| BUSINESS MEETS BASKETBALL



200 VIP GUESTS

Hallmann Dome

300 VIP GUESTS

Sport Arena

500 VIP GUESTS

Stadthalle

- CLIENT ENTERTAINMENT
- EMPLOYEE INCENTIVES
- NETWORKING
- PREMIUM SEATING
- MEET THE TEAM
- COURTSIDE EXPERIENCES



WHERE RELATIONSHIPS ARE BUILT OFF COURT.

| YOUR BRAND IN THE GAME.

BRAND VISIBILITY

Jersey · Court · LED · Arena

CONTENT

Social Media · Reels · Storytelling

FAN ACTIVATION

Promotions · Sampling · Contests

CATEGORY OWNERSHIP

Official Partner · Naming · Exclusivity

HOSPITALITY

Clients · Employees · Networking

BIG GAME

Partizan · Stadthalle · Premium Assets



**DON'T JUST SHOW YOUR LOGO.
OWN A MOMENT.**

OWN THE MOMENT

- FAN ZONE
- PLAYER OF THE GAME
- HALFTIME SHOW
- SHOOTOUT
- VIP LOUNGE
- STUDENTS NIGHT
- FAMILY DAY
- COURTSIDE EXPERIENCE
- BIG GAME PRESENTED BY

TITLE PARTNER

Own the platform.

Brand Dominance · Category Exclusivity · Jersey
· Court · Content · Activation · Hospitality

MAIN PARTNER

Be everywhere that matters.

Arena · Digital · Activation · VIP

OFFICIAL PARTNER

Own your category.

Category Exclusivity · Visibility · Content

GAME PARTNER

Own one big night.

Highlight Game · Activation · Hospitality

SUPPLIER

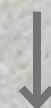
Bring your product into the experience.

Product Integration · Sampling · Visibility



CHOOSE YOUR LEVEL OF PLAY.

BESCHREIBUNG	TITEL-PARTNER	DIAMOND	GOLD	SILBER	BRONZE	PARTNER 1	PARTNER 2	AUSSTATTER
Offizielle Sponsor Rechte	✓	✓	✓	✓	✓	✓	✓	✓
Einbindung in das Veranstaltungslogo	✓							
Firmenlogo auf allen Trikots Vorderseite (30x10cm)	✓							
Firmenlogo auf allen Trikots Hinterseite (25x6cm) Pos 1		✓						
Firmenlogo auf Trainingsshirts	✓	✓	✓	✓				
Einbindung Publikumsspiele pro Heimspiel	1	1	1	1				
Einbindung Pressekonferenzen am Podium	✓	✓						
Einbindung in die Pressearbeit mit Pressefoto	✓	✓	✓	✓	✓			
Logoeinbindung Drucksorten/OOH (Plakat, Flyer, Grossbildflächen)	✓	✓	✓	✓	✓	✓		✓
LED Banden Werbezeit (Werbezeit am Court)	20 %	15 %	10 %	5 %	3 %	1%		
Logo auf Backdrop (Interview, Presse, Winners Wall)	20 %	15 %	10 %	5 %	3 %			
Bodenbranding am Court (Fläche: ca. 3x1,5m)	1		1	1				
Bodenbranding Freiwurfkreis (ca. 3x3m)		1						
Blow Up (1x1x2,5m) am Eventgelände	2 (Halle+Entry)	2 (Halle+Entry)	1 (Halle)	1 (Halle)	1 (Halle)	1 (Entry)		
Werbetafel in der Arena über der letzten Reihe (ca. 600x100cm)	4	2	1	1	1	1	1	1



| CHOOSE YOUR LEVEL OF PLAY.

BESCHREIBUNG	TITEL-PARTNER	DIAMOND	GOLD	SILBER	BRONZE	PARTNER 1	PARTNER 2	AUSSTATTER
VIP-Bereich Branding mit Logo	✓	✓	✓	✓	✓			
Spoteinbindung LED Screen (max. 30Sek), pro Heimspiel	6	4	3	2	1	1	1	1
Einspielung Werbejingles (max. 20 Sek.), pro Heimspiel	6	4	3	2	1	1	1	1
Social Media Beiträge/Storys + Verlinkung FB/IG, pro Saison	4	3	2	1	1	1	1	1
Gestaltung eigene Reels für Social Media	2	2	1	1				
Logoeinbindung auf der Website	✓	✓	✓	✓	✓	✓	✓	✓
Samplingmöglichkeiten auf Sesseln	✓	✓	✓	✓	✓			
VIP Tickets mit Tischplatzreservierung, Personen	8	6	6	4	4	2	2	2
Courtside Tickets	8	6	6	4	4	2	2	2
Kosten pro Package (exkl. MwSt) bei über 40 Heimspielen über 8 Monate	750.000 €	350.000 €	215.000 €	125.000 €	75.000 €	35.000 €	15.000 €	Sachwerte

| THE BIG GAME

BC VIENNA × PARTIZAN BELGRADE

09 JAN 2027 | WIENER STADTHALLE



- **PRESENTING Partner**
- **FAN ZONE Partner**
- **HALFTIME Partner**
- **VIP LOUNGE Partner**
- **MVP Partner**
- **CONTENT Partner**



**10.000 PEOPLE.
ONE NIGHT.
YOUR BRAND.**

PARTNERSHIP INVENTORY

BESCHREIBUNG	KOSTEN	BEMERKUNG
Patronanz der VIP Lounge: [Ihre Firma] VIP Lounge	€ 75.000	Einbindung über alle Kommunikationskanäle, Presseaussendungen und auf Plakate/Flyer
Patronanz Shoot Out Contest: [Ihre Firma] Shoot Out	€ 35.000	Einbindung über alle Kommunikationskanäle, Presseaussendungen und auf Plakate/Flyer
Patronanz 3er-Contest: [Ihre Firma] 3er-Contest	€ 35.000	Einbindung über alle Kommunikationskanäle, Presseaussendungen und auf Plakate/Flyer
Einbindung Publikumsspiel in der Arena	€ 500 + 2 Preise	Das Publikumsspiel wird von BC VIENNA organisiert und abgewickelt.
Logoeinbindung Drucksorten/OOH (Plakat, Flyer, Großbildflächen)	€ 5.000	Logoeinbindung über alle Drucksorten, wie Plakate, Flyer, Großbildflächen, Patches, etc.
LED Banden Werbezeit (10 Sek Werbezeit im Loop)	€ 45.000	Einbindung Ihres Logos oder Slogans über 40 Laufmeter LED Bande im TV Bereich
Logo auf Backdrop (Interview, Presse, Winners Wall)	€ 20.000	Firmenlogo Einbindung auf die Backdrops
Bodenbranding am Court (Fläche: ca. 3x1,5m)	€ 55.000	Sticker am Court
Bodenbranding Freiwurfbereich (ca. 3x3m)	€ 75.000	Sticker am Court
Bodenbranding außerhalb des Courts (Fläche: ca. 2x1m)	€ 25.000	Sticker am Court
Bodenbranding außerhalb des Courts unter dem Korb (Fläche: ca. 5x0,7m)	€ 35.000	Sticker am Court
Offizielle Trinkflasche im Sponsordesign (wird von allen Spielern verwendet)	€ 25.000	
Spoteinbindung LED Screen (max. 20 Sek) im Loop, ca. 500 Sek gesamt	€ 9.500	
Einspielung Werbejingles (max. 20 Sek), 2x pro Heimspiel	€ 5.500	Werbejingle muss vom Sponsor zur Verfügung gestellt werden
Social Media jeweils Beiträge/Storys + Verlinkung FB/IG, 1 Beitrag	€ 1.250	In Zusammenarbeit mit dem Social Media Team
Gestaltung eines eigenen Sponsor-Reels für Social Media Beiträge/Storys	€ 2.500	In Zusammenarbeit mit dem Content Production Team

PARTNERSHIP INVENTORY



BESCHREIBUNG

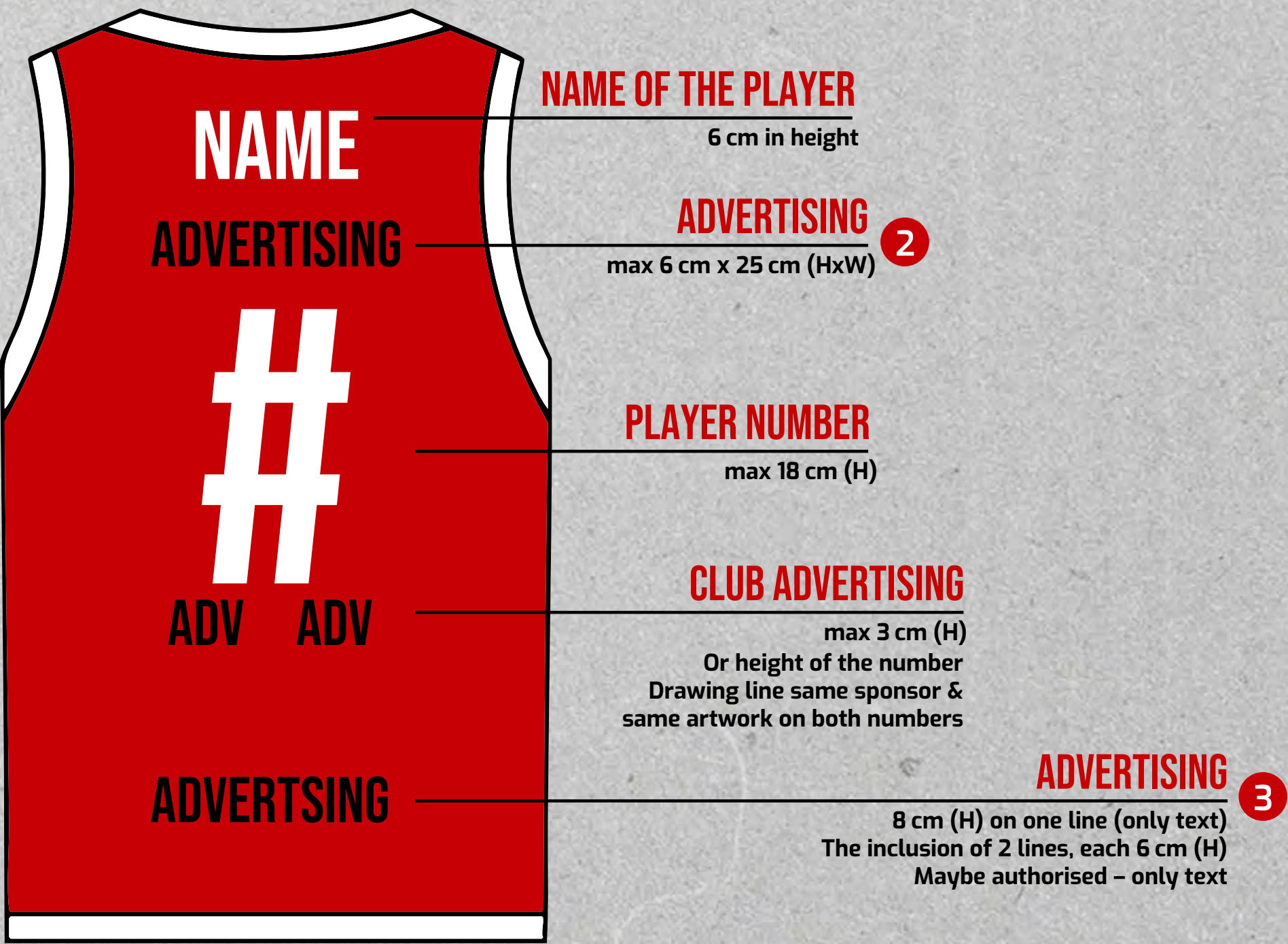
- 1 Firmenlogo auf allen Trikots Vorderseite (30x10cm)
- 2 Firmenlogo auf allen Trikots Hinterseite (25x6cm) Pos 1
- 3 Firmenlogo auf allen Trikots Hinterseite (30x8cm) Pos 2

KOSTEN

€ 180.000

€ 130.000

€ 90.000



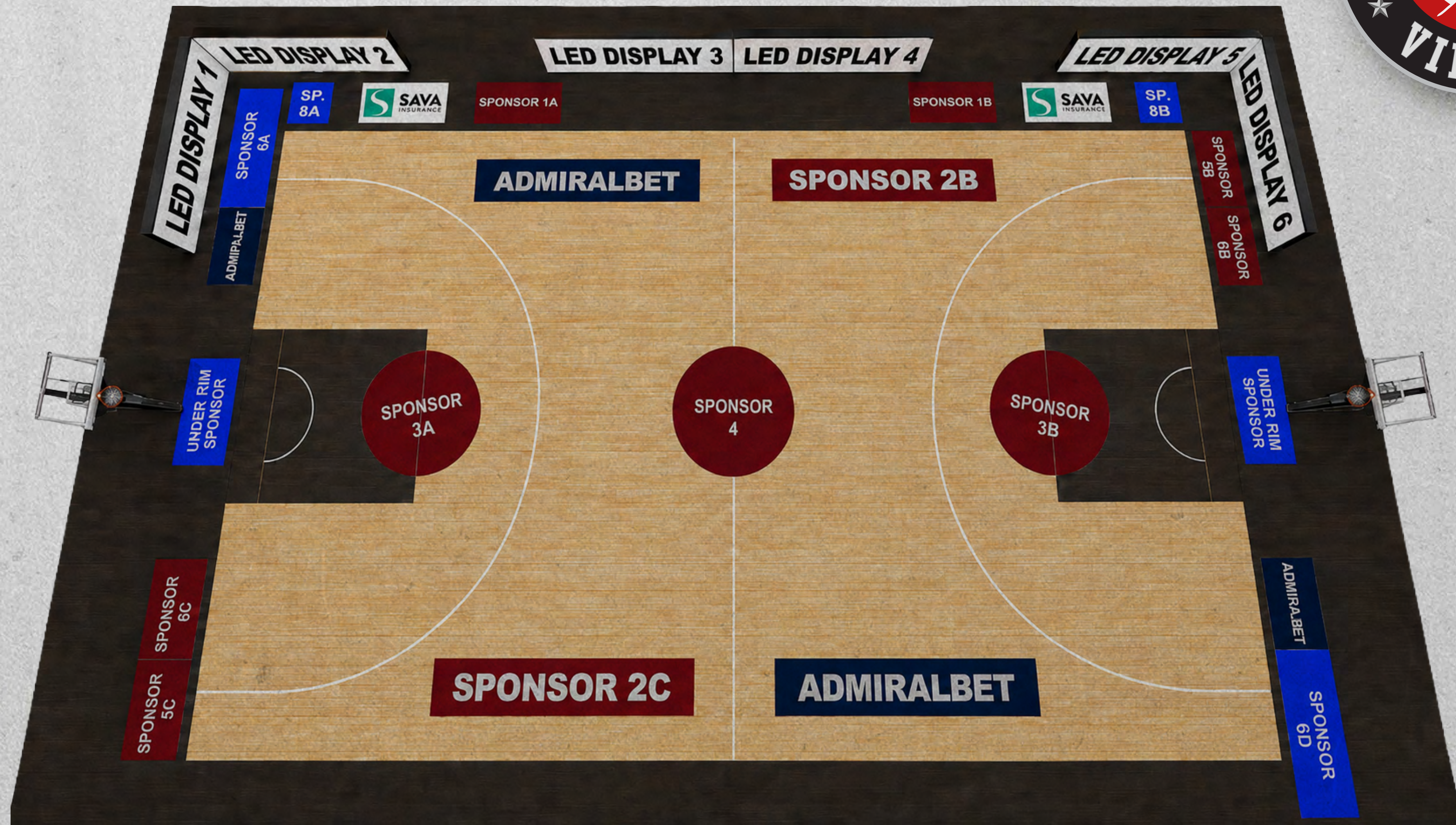
PARTNERSHIP INVENTORY



BESCHREIBUNG	KOSTEN
1 Firmenlogo auf allen Shorts, Vorderseite rechts, 100cm²	€ 65.000
2 Firmenlogo auf allen Shorts, Vorderseite, (21x5,5cm)	€ 70.000
3 Firmenlogo auf allen Shorts, Hinterseite, (21x5,5cm)	€ 50.000
Firmenlogo auf Trainingsshirts	€ 25.000



| PARTNERSHIP INVENTORY



**BE THERE
BEFORE EVERYONE
TALKS ABOUT IT.**

**BC VIENNA | 2026/27
VIENNA PLAYS BIG.**



KONTAKT



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CONTENT PRODUKTION & SOCIAL MEDIA

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