

SPAR International and European Athletics extend partnership until 2027

A new deal has been signed between SPAR International and European Athletics that extends their partnership for another eight years, until 2027.

SPAR International has been the principal sponsor of European Athletics since 1996. This is the first time the contract has been signed for eight years – a sign of major commitment on the brand's part to facilitating healthy lifestyles through sport.

The new deal commences from January 2020 and will see SPAR secure its position as sponsor of the following events:

- European Athletics Indoor Championships (every two years)
- European Athletics Championships (every two years)
- SPAR European Cross-Country Championships (annual)
- European Athletics Team Championships (every two years)

In addition to these key events, SPAR has also committed to support the sponsorship of the 2020 European Athletics U18 Championships in addition to the 2021 European Athletics U20 and U23 Championships, highlighting the brand's focus on promoting youth sport.

The announcement was made during an official press conference in Glasgow on 28 February, ahead of the 2019 European Athletics Indoor Championships taking place from 1-3 March in Glasgow's Emirates Arena.

Commenting on the new sponsorship deal, SPAR International Managing Director Tobias Wasmuht said: "We are delighted to extend our long-standing partnership with European Athletics – a collaboration that spans more than 20 years. Our sponsorship of these major sports events provides invaluable brand exposure, increasing awareness of SPAR globally. As a responsible retailer, SPAR has always been a destination for customers seeking healthy lifestyle solutions and through our partnership with European Athletics, SPAR is closely aligned with healthy living."

European Athletics President Sven-Arne Hansen added: "SPAR has been the principal sponsor of European Athletics since 1996 and has become synonymous with our sport in this period. We are very happy to continue our valued partnership. It is vital for our sport to have sponsors of the stature of SPAR supporting athletics. We have mutual goals in improving health and well-being throughout the continent, and we hope to build on this synergy between European Athletics and an ever-growing global brand with its base in Europe in the coming years."

The new agreement follows a year of strong brand presence through the sponsorship of diverse events, including the first ever European Championships in August 2018 – an event that spanned two cities, seven sports and 11 days of action, and which generated an audience of an estimated 1 billion viewers.

About SPAR International

SPAR International is the world's largest food retail voluntary chain with over 12,700 stores worldwide and global retail sales of €34.5 billion in 2017. SPAR International unites and operates in partnership with independent retailers by working together to share global scale and expertise to enhance the competitiveness of its retail partners worldwide and build the SPAR brand internationally.

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