

ORLEN Deutschland extends main sponsorship of THW Kiel

Elmshorn, February 10th, 2025 – ORLEN Deutschland will remain the main sponsor of THW Kiel for the next five years. The partnership between the company and the Bundesliga handball club has existed for over 14 years and ORLEN has been the main and jersey sponsor since 2016. The extension of the main sponsorship was announced live at the sold-out home game against SC Magdeburg in the Wunderino Arena.

ORLEN Deutschland GmbH will continue to have a prominent advertising space on the chest of the THW Kiel professional team's jersey. The sponsorship package also includes the branding of the team and training clothing, the floor at Kiel's Wunderino Arena with an oversized floor sticker as well as extensive digital rights and the placement of adverts on the TV-relevant LED screens. This is supplemented by half-time and promotional campaigns on home match days, which offer unique added value for the fans in the arena.

„THW Kiel and ORLEN Deutschland are linked by a successful partnership that has grown over the years and goes far beyond traditional sports sponsorship. Together, we look forward to continuing to realise innovative projects in the future - always true to the motto of our collaboration: ‘Celebrating success side by side’, says Dennis Kulbach, Chief Operating Officer ORLEN Deutschland GmbH.

„Having a strong partner like ORLEN Deutschland at our side for more than a decade is something very special in these fast-moving times,” says Viktor Szilagyi, Managing Director of THW Kiel. „Sport is about fighting together as a team to achieve a goal - and that's exactly what characterises our partnership with ORLEN Deutschland. It has long been much more than just a sponsorship. It's a real-life partnership of equals, where both sides pull together!”

Alisa Türrck, Managing Director of THW Kiel, added: „We are pleased and happy that the close partnership, which is also brought to life through social and ecological projects, will now be continued for another five years. This long-term nature is an expression of what characterises the connection between THW Kiel and ORLEN Deutschland. We are not only united by our joint success, but also by values such as sustainability, responsibility and cohesion - aspects that are of great importance to us as a club and to our partners.”

As part of the sponsorship, ORLEN will become the ‘Official Refuelling and Charging Partner’ and will support THW Kiel as a mobility expert. Its expertise in the field of electromobility has already been used in a joint project to build charging points at the THW training centre in Altenholz. Since March 2024, players, the coaching team, THW employees and guests of the nearby hotel and restaurant have been able to charge their electric vehicles at two electric charging stations.

Another fixed component of the cooperation remains the social commitment. For every Bundesliga goal scored by ORLEN sponsored player Patrick Wiencek, 100 euros will be donated to the Children's Cancer Centre at the University Hospital Schleswig-Holstein (UKSH). Since 2012, donations totalling over 100,000 euros have been collected. From this season, the campaign will also be extended to include goalkeeper Andreas Wolff: ORLEN will donate a further 300 euros for every 7-metre penalty saved by the national team player.



Image: v.l.t.r.: Alisa Türrck (CEO THW Kiel), Dennis Kulbach (Chief Operating Officer ORLEN Deutschland GmbH), Viktor Szilagyi (CEO THW Kiel); © Sascha Klahn

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About ORLEN Deutschland GmbH

ORLEN Deutschland GmbH was founded in March 2003. It is a 100 per cent subsidiary of the Polish multi-energy group ORLEN S.A. and part of the international ORLEN Group. The company currently operates over 600 ORLEN and star petrol stations on the German market. ORLEN Deutschland GmbH, based in Elmshorn, is one of the ten largest petrol station operators in Germany and is involved in a wide range of sports and cultural sponsorship activities (e.g. handball, winter sports, music festivals).

In keeping with the claim “Moving forward together”, ORLEN and star petrol stations offer high-quality fuels as well as their own shop products at an attractive price-performance ratio. ORLEN Deutschland is increasingly focussing on the expansion of electromobility offerings, alternative, sustainable fuels and the environmentally friendly use of resources. Customers receive additional services such as car washing, ATM and package services at many stations. Petrol stations with 'star café' and 'stop.café' invite customers to take a break in a feel-good atmosphere and offer coffee specialties throughout the day, a wide selection of food, as well as hot and cold snacks.

Further information about ORLEN Deutschland can be found on www.orlen-deutschland.de as well as www.star.de

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