



*UNITED BY FOOTBALL.
IN THE HEART OF EUROPE.*

GERMANY – CANDIDATE FOR UEFA EURO 2024



WE BELIEVE IN THE POWER OF FOOTBALL

Football has the unique power to engage and unite people across Europe.

Our motivation to host UEFA EURO 2024 is based on this belief. European football is the origin and the pinnacle of the sport across the world, and there is no better way to demonstrate its uniting ability than by hosting its leading tournament, the European Championship.

Germany not only provides the necessary elite infrastructure, technical know-how and organisational expertise, but the hosting of EURO 2024 in our country will offer a unique opportunity to UEFA, its National Football Associations, and the European fans, to benefit from the power of football, across generations, communities and borders.

Join us in being 'United by Football' – a unique opportunity to Grow, Share and Celebrate the game.

German Football Federation – Frankfurt – August 2018



Reinhard Grindel, President of the German FA, Joachim Löw, Germany's Head-coach and Dr Friedrich Curtius, General Secretary of the German FA.

A EURO 2024



IN GERMANY:

CROWNING, SHARING
AND CELEBRATING
THE GAME



A UEFA EURO 2024 in Germany will be a fantastic football tournament. Germany's experience in hosting and first-class infrastructure will combine to produce a unique and rewarding EURO for all involved.

But EURO 2024 in Germany will be much more than a football tournament. Rather, it will provide the ideal opportunity for UEFA, for Football Associations across Europe, and for the fans to grow, share and celebrate football like never before.

CROWNING THE GAME



GERMANY IS THE RIGHT PARTNER AT THE RIGHT TIME FOR UEFA, PROVIDING STABILITY AND A UNIQUE OPPORTUNITY TO DEVELOP EUROPEAN FOOTBALL IN A POWERFUL AND LONG-LASTING MANNER.

A UEFA EURO 2024 in Germany will demonstrate the value of grassroots investment in the game, showcasing the close links between grassroots and elite level success.



A UEFA EURO 2024 in Germany guarantees sustainable revenues for UEFA, with full stadiums, elite hospitality services and almost unparalleled commercial networks with world-renowned brands.

A UEFA EURO 2024 in Germany will provide an opportunity to promote the values of UEFA and send strong, powerful signals about what is important for European football.



SHARING THE GAME

UEFA EURO 2024 IN GERMANY WILL BENEFIT ALL 55 MEMBER ASSOCIATIONS. A RANGE OF PROGRAMMES – BEFORE, DURING AND AFTER THE TOURNAMENT – WILL MAKE THE ENTIRE EUROPEAN FOOTBALL FAMILY PART OF THE TOURNAMENT AND ITS SUCCESS.



BEFORE

Starting in 2019, a series of Seminars and Workshops will be organised for all FAs to participate in UEFA EURO 2024 planning and preparation. Learnings will be shared towards 2024 leading to more FAs being encouraged to stage major football events in the future. That's why we call it the "Share & Dare" programme.

DURING

In our brand new Football Academy in Frankfurt we will organise "Live Lab" clinics for coaches and technical staff during the UEFA EURO 2024. Personnel from all European FAs and clubs will be invited to meet and exchange knowledge about how to address key challenges they are facing week in week out.

AFTER

A major event like the UEFA EURO 2024 will generate valuable insights for football tournaments organisers across Europe. Our "Progress" programme, with post-tournament seminars for competition managers of all European FAs, will ensure that the experience is documented, shared and utilised all over Europe.



CELEBRATING THE GAME



A UEFA EURO 2024 IN GERMANY WILL PROVIDE THE IDEAL CONDITIONS FOR A TRUE CELEBRATION OF FOOTBALL FOR ALL FOOTBALL FANS, CREATING A FESTIVAL OF FOOTBALL LIKE NEVER BEFORE.

Located in the heart of Europe, a UEFA EURO in Germany will mean it has never been easier for fans across the continent, and the world, to arrive by car, train or plane.



With a welcoming hosting culture and a fun, friendly atmosphere, Germany – the birthplace of the fanzone – will provide a home away from home for fans across the world. In 2024, exciting fan walks will connect fanzones to the stadiums, creating a truly memorable experience for everyone.

2,8 million

At UEFA EURO 2024, no fewer than 2.8 million spectators will be able to watch games live from their stadium seats.

990

An international design competition was launched to find the best German EURO 2024 bid logo. Entries were submitted by 990 designers from 82 countries, with a contestant from Serbia being victorious.

7 million

With more than 7 million members, the DFB is one of Germany's most influential social stakeholders.

20%

More than 20 percent of the people living in Germany have a migration background, more than any other EU member state.

Did you

1

Currently, Germany is the only European country to have a female referee officiate games of its top-level men's league – Ms Bibiana Steinhaus has been in charge of Bundesliga matches since 2017.

KNOW?

26,000

In Germany, almost 26,000 football clubs are competing at all levels of the game, turning out teams for some 80,000 fixtures every week.

2018

A Host of global corporations including Adidas, Banco Santander, McDonald's, Coca-Cola, Gazprom, Hankook, Kia Motors, Nissan and Volkswagen, actively support football in Germany in 2018 and beyond.

23

Germany's Host cities are an average of just 23 minutes away from an international airport.

17 million

The DFB has more than 17 million followers world-wide on its social media channels.

6

Germany is the 6th most visited country in the world by tourists.

1990

Since re-unification in 1990, Germany has never hosted a European Football Championship tournament.

43,429

An average 43,429 spectators per match make the Bundesliga Europe's best-attended league; the 2nd Bundesliga comes fifth with average crowds of 20,845 across a season.





ONE GREAT CAPTAIN TO LEAD ...

“DURING THE WORLD CUP IN 2006, I EXPERIENCED FIRST HAND THE POWER OF FOOTBALL TO UNITE PEOPLE ... GERMANY IS A HOSPITABLE, MODERN COUNTRY THAT WILL BRING PEOPLE TOGETHER LIKE NEVER BEFORE.”

When Philipp Lahm hung up his boots for Bayern Munich in the summer of 2017, the curtains came down on an exceptional career.

An eight times winner of the Bundesliga, Champions League winner and World Cup winner in 2014, now Philipp wants to do his part to ensure that Europe's footballing festival is given the platform it needs to shine.

A true ambassador for Germany, he is a key leader in the UEFA EURO 2024 team.

The whole of Germany has united in supporting the candidature for UEFA EURO 2024.

After a thorough selection process, ten historic, exciting and passionate cities have been selected to provide the ideal setting for a tournament that inspires and engages everyone involved, on and off the field.

... A LINE-UP OF TEN WELCOMING HOST CITIES!

A WINNING TEAM
FOR UEFA EURO 2024

10 VENUES FOR 2024

The whole of Germany has united in supporting the country's bid for UEFA EURO 2024.

After a thorough selection process, ten historic, exciting and unique cities have been selected to provide the ideal setting for a tournament that inspires and engages everyone involved, on and off the field.

Four of these cities, Berlin, Dusseldorf, Hamburg and Munich, have all been highly ranked as some of the most livable cities in the world, with Munich claiming top spot in 2018.





POPULATION

3,688,976

STADIUM

Olympiastadion

CAPACITY

74,461

BUILT

1936





POPULATION

601,402

STADIUM

SIGNAL IDUNA PARK

CAPACITY

65,849

BUILT

1974



POPULATION

635,704

STADIUM

ESPRIT arena

CAPACITY

51,031

BUILT

2005







POPULATION

265,000

STADIUM

VELTINS-Arena

CAPACITY

54,740

BUILT

2001





POPULATION

1,787,408

STADIUM

Volksparkstadion

CAPACITY

52,245

BUILT

1925, originally as the
Altonaer Stadion



POPULATION

1,081,701

STADIUM

RheinEnergieSTADION

CAPACITY

49,827

BUILT

2004



CAPACITY
49,827



POPULATION

586,035

STADIUM

Red Bull Arena

CAPACITY

49,539

BUILT

2004 reconstruction



POPULATION

1,525,618

STADIUM

Allianz Arena

CAPACITY

70,000

BUILT

2005





POPULATION

608,705

STADIUM

Mercedes-Benz Arena

CAPACITY

54,697

BUILT

1933



*“WE WANT TO ORGANISE A
FOOTBALLING FESTIVAL, WHERE BRIDGES
WILL BE BUILT BETWEEN HUNDREDS
OF THOUSANDS OF FANS.”*



DEUTSCHER
FUSSBALL-BUND



United By Football



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Germany is bidding to host
UEFA EURO 2024.
Join the bid campaign now on
www.united-by-football.de