

Industry Summit 2026 in Munich:

A focus on brand strategies and motor sport

Munich, 14th of October. At SPORT BRAND MEDIA, the sports business summit taking place on 30th of November and 1st of December 2026 in Munich, decisionmakers from the worlds of sport, business and the media will come together. Discussions will focus on the future of the sports ecosystem and how it can be actively shaped. This year, particular emphasis will be placed on the importance of sport as a marketing platform for sponsors and equipment suppliers. With the ADAC Motorsport Forum, motorsport remains a central element of the conference for the third year running.

Sport as a stage for brands

Brands like POLESTAR, KFC, BRACK, MARC O'POLO, SCHÖFFEL, CONTINENTAL, BLACKROLL and STIHL demonstrate how sports partnerships can be specifically utilised as a platform for strategic brand management and authentic experiences for fans and customers. From sponsorship activation through content, community and sales right through to the development of their own sports formats. The S20 – The Sponsors' Voice presents 'Sponsoring Next Level' with ALLIANZ, ADIDAS and COCA-COLA.

ADAC extends partnership for the Motorsport Forum

Presented by the ADAC, Germany's largest motoring club and motorsport organiser, motorsport will once again have its own dedicated forum in its third year. Motorsport Network is supporting the forum once again as a media partner through its motorsport media outlets. Leading figures will discuss trends, innovations, transformation and commercialisation in motorsport. This year's focus is on strong partnerships, brand strategies and future prospects. Arne Dirks, CMO of WRC Promoter, will present the partnership between the watch brand STOWA and the World Rally Championship, alongside Daniel T. Roy, CEO of the Tempus Arte Group. Chiara Wempe, limited partner at WEMPE, explains the jeweller's brand strategy in motorsport, whilst Wiktor Stopa, Head of Growth at REVOLUT, provides insights into Audi's involvement in Formula 1.

There will also be a discussion on the DMSB's new position paper on motorsport as an economic factor and future prospects for Germany as a motorsport hub. The paper sets out clear demands on policymakers: ranging from greater recognition of motorsport in elite sport funding, through to better framework conditions for race circuits and major events, right through to the promotion of young talent, volunteering and innovation. Just how deeply tradition and economic relevance are rooted in German motorsport is also demonstrated by the collaboration between the Nürburgring, with CEO Christian Stephani, and BMW M CEO Franciscus van Meel to mark the Nürburgring's 100th anniversary. With OPEL and GENESIS, several manufacturers are also celebrating their comeback or debut in motorsport and on the stage of SPORT BRAND MEDIA.

"The strong partnerships with the leading commercial enterprises in the sports business, as well as with S20 – The Sponsors' Voice e.V., are what make SPORT BRAND MEDIA so interesting and relevant to decisionmakers from the worlds of sport, business and the media. With best practice examples, keynote speeches and panel discussions, the industry summit offers an ideal platform for networking, knowledge transfer and new collaborations. The fact that we are now organising the Motorsport Forum in partnership with the ADAC for the third time is a

sign that it is well established and widely accepted within the motorsport community. It brings together decisionmakers in motorsport, facilitates exchange and opens up new perspectives," says Florian Kurz, board member of the organiser ESB Marketing Netzwerk.

With ESN as the new presenter of the Coffee Bar, a further brand partnership has also been initiated. THE TEAM is once again supporting SPORT BRAND MEDIA as a presenting partner this year.

Further information and registration: www.sportmarkemedien.com/en/

About the ESB Marketing Netzwerk

Together with over 680 partners, ESB operates the leading business platform for the sport, entertainment and marketing sectors in the DACH market, offering its partners expertise, contacts and communication channels. Through numerous B2B events and media formats, ESB creates industry-relevant marketplaces in the fields of sport, marketing, events and tourism, both in person and online. Further information and registration:

<https://www.sportmarkemedien.com/>