

CASE STUDY

SPORTS

*Sharing the passion
for high performance*



*Sasha, the popular German singer and songwriter,
performing at the Ritz-Carlton evening banquet*

DFB Cup Final: Borussia Dortmund

German Football Association (DFB) Cup Final 2008 in Berlin

The DFB Cup (German Football Association Cup) is one of the most attractive sporting events in Germany. Held annually at the Olympic Stadium in Berlin, the final attracts more than 100,000 football supporters. During this year's final, B.E.S.T. (short for Borussia Euro Lloyd Sports Travel Ltd.), an HRG joint venture, took charge of all the planning on behalf of the Borussia Dortmund team. The tasks included professional logistics for the team, hundreds of VIP guests, and thousands of supporters as well as the organisation of a creative gala event.





THERE IS A FINE LINE
BETWEEN BEING GOOD
AND BEING GREAT. WE
NEVER LOSE SIGHT
OF THAT.

The Project

Borussia Dortmund is one of the most renowned football clubs in Germany. On April 19th 2008, they were to compete for the DFB Cup against Bayern Munich, another very strong team, and an HRG client. This was the most important and exciting match for Borussia Dortmund since winning the German Championship in 2002. Naturally, this put extra pressure on the players and it was crucial to ensure they had no other worries on their minds except football. They were in the "B.E.S.T." of hands! Well experienced in handling arrangements for high profile football teams, HRG's B.E.S.T. Ltd. ensured perfect organisation in the following areas:

- Exclusive small charter plane to Berlin for the team, coaches, managers, and medical staff
- Superior bus shuttle service on location
- Accompanying programme for the players' families
- Special charter train and hotels for supporters
- Exclusive evening banquet for guests of honour
- Return flight on a bigger aircraft, so the team could travel together with their families and guests

Team Hotel

Right before an important match, the team's comfort and well being becomes a top priority. Managing director Thomas Hess and his team knew exactly what the players needed to ensure undisturbed rest. The exclusive Schlosshotel Grunewald was chosen for its high standards, personal service, and remote location with easy access to the stadium. Located in a picturesque park with mature trees, the hotel was the perfect oasis of peace and quiet. With thousands of supporters already in town, hotels in the city centre were out of the question!

"BEST did an outstanding job! Travel arrangements were excellent and the banquet at the Ritz Carlton was prepared in a superb way."

Hans-Joachim Watzke
Borussia Dortmund Executive Board

Evening Banquet at the Ritz-Carlton

On the night of the final match, 480 VIP guests, including the team and their families, arrived at the Ritz-Carlton Hotel for an exclusive banquet reception hosted in their honour. The programme highlights included:

- Elegant Welcome Cocktail Reception
- Gourmet menu prepared by the award-winning Ritz Carlton culinary team
- An engaging on-stage interview with Dr. Reinhard Rauball, Borussia Dortmund and DFL President, and Thomas Doll, Borussia Dortmund Manager
- Special performance by Sasha, a very popular, young German singer with numerous Top 10 hits
- Live music by the band Wind, former Eurovision contestants famous for their "Schlager" ballads

When the team arrived at the party after a press conference, they received a very warm welcome. The guests enjoyed the chance to be close to the players, engage in stimulating discussion, and draw in the special atmosphere. Some stayed until dawn with the last guests leaving at 6:30 in the morning!