



# DREAMERS CUP '26

BY  
B&B HOTELS

Together active. Together  
passionate. Together doing good.

## **A SPECIAL EXPERIENCE. A SHARED MOMENT.**

On June 19, 2026, the MEWA ARENA in Mainz will become a place where sport, community, and commitment unite. With the Dreamers Cup by B&B HOTELS, a charity football competition is being created that goes far beyond the game, allowing you to be part of this special community and take to the pitch with your team.

Teams from across the entire B&B world will come together to play for a good cause. And all of this in a venue usually reserved for the pros: right on the pitch of a Bundesliga stadium.

It's about more than goals and standings. It's about team spirit, unity, and the feeling of making a difference together. The people who make B&B HOTELS possible every day meet here in a completely new way: as teams, as opponents, as a community.

These are the moments that last: when colleagues become teammates and encounters turn into real connections. The Dreamers Cup is part of the B&B HOTELS Family & Friends Summer Festival 2026 and becomes the emotional highlight of a day dedicated entirely to the community.

## **A COMPETITION THAT CONNECTS. AN EXPERIENCE THAT LASTS. AND A SHARED CONTRIBUTION TO A GOOD CAUSE.**

The proceeds support families of children with serious illnesses – providing assistance, resources, and special moments. The beneficiary organizations will be announced in the lead-up to the event.



# DREAMERS CUP '26

BY  
B&B HOTELS

## KICK-OFF FOR PURE JOY OF THE GAME

The Dreamers Cup is a professionally organized fun competition – with clear rules, short matches, and plenty of action. Games are played in a 6-a-side format (including goalkeeper) across multiple small pitches inside the stadium.

Each match lasts 10 minutes, with no halftime break. A total of 24 teams will compete. Following the group stage, there will be knockout rounds and placement matches, ensuring that every team plays multiple games. Additional excitement is brought by the Dreamers Cards – special rules that teams can strategically deploy to create extra tension and unexpected twists on the pitch.

**EASY TO UNDERSTAND. READY TO PLAY. UNFORGETTABLE.**

### PRELIMINARY SCHEDULE

from	9:00 am	Team check-in
approx.	11:00 am	Official competition opening
from	2:00 pm	Final rounds
approx.	3:00 pm	End of competition

Afterwards: transition to the summer festival and closing moments within the B&B community.

### WHAT'S INCLUDED FOR YOUR TEAM

- Participation in the professionally organized charity fun competition
- Playing on the pitch of a Bundesliga stadium
- 15 infield tickets for team & staff (exclusive access to the pitch)
- Catering during the tournament
- Participation in the summer festival
- Award ceremony & attractive prizes

The detailed schedule will be finalized and communicated approximately 4 weeks prior to the event.

# YOUR BRAND. YOUR MOMENT.

Become part of an event – and showcase your brand within the B&B community, where real connections are made. A presence that unites, creates attention, and leaves a lasting impact.

## WHY IT'S WORTH PARTICIPATING

- Visibility in an emotional event setting
- Presence in the stadium – close to the action
- Direct access to the B&B community
- A platform for networking and relationship building

## YOUR OPTIONS AS A PARTNER

Choose the right sponsorship package and decide how visible and active you want to be at the Dreamers Cup.

### PACKAGE 1 – SPONSORING € 3,000

- Logo placement on sponsor wall & pitch-side boards (onsite)
- Mention during the award ceremony
- Logo placement on the stadium wall (alongside other supporters)
- Logo placement on the summer festival website

### PACKAGE 2 – SPONSORING + TEAM € 6,000

All services from Package 1 plus:

- Participation with your own team
- All team services included (tickets, catering, etc.)

### PACKAGE 3 – PREMIUM SPONSORING € 10,000

All services from Package 2 plus additional exclusive benefits:

- Individual logo placement on the stadium wall
- Individual placement on digital pitch-side boards
- Integration into the award ceremony
- Opportunity to provide prizes
- Opportunity for give-aways/gifts
- Provision of a partner booth at the summer festival
- Individual presenting options as part of the summer festival
- Naming rights for pitches/areas

## MAKE YOUR DECISION NOW!

24 teams. One stadium. One experience.

The available packages are limited – the moment is priceless.

How would you like to be part of the Dreamers Cup?

Choose your package now – with or without your own team.

Your contact: Stefanie Dörre

Get in touch at: [management-cne@hotelbb.com](mailto:management-cne@hotelbb.com)