



AIDA and ROSTOCK SEAWOLVES go into sponsoring extension

May 8, 2023

A strong platinum partnership for the region

At a joint event on board AIDAmar in the port of Rostock-Warnemünde today, Monday, May 8, 2023, the extension of the partnership between AIDA Cruises and the ROSTOCK SEAWOLVES for the upcoming 2023/2024 Basketball national league season was announced. AIDA Cruises will be the platinum sponsor for the sports club for the upcoming season.

"This partnership is much more than just a classic sponsorship. It thrives on joint actions and, above all, mutual support. For example, the AIDA fan block was filled to capacity at every home game. Over the course of the season, a total of 2,200 AIDA employees and relatives cheered on the SEAWOLVES at the local stadium. The joint establishment of the AIDA Student League as well as the involvement of our crew on board are further examples that show that it is a lively partnership on many different levels. From AIDA's point of view, we can state: It was a super start and we are already looking forward to the extension," said Felix Eichhorn, President AIDA Cruises.

AIDA Cruises has been a premium partner of the Basketball national league team ROSTOCK SEAWOLVES since August 2022 and at the same time also a reliable local partner that promotes cohesion and strengthens the region through joint measures. The AIDA employee fan block has already cheered the team on to many home victories. In return, the Wolves have helped create AIDA after-work events, co-founded the AIDA Student League, and provided an opportunity for the perfect work-life balance with the "FIT LIKE A WOLVE" app. Always present at every home game is the inviting AIDA action area in the foyer of StadtHalle Rostock, home to the basketball games. On this area, guests have the chance to win tickets for a home match of their choice of the current season. The AIDA ships are also in Seawolves fever: on board, the AIDA crew, outfitted in the distinctive Seawolves jerseys with the colorful AIDA logo on the players' shorts, shoot hoops on the high seas. As a platinum sponsor, AIDA Cruises is expanding this commitment further in the new season on board and ashore. The AIDA Student League and the "Basketball macht Schule" project will also continue.

Today the players of the ROSTOCK SEAWOLVES enjoyed their stay on board AIDAmar. They were welcomed by captain Andreas Etzien on the bridge, experienced the AIDA feeling on a tour of the ship and let themselves be pampered in the Body & Soul Spa after the last game of the season on Sunday. A highlight was the basketball match with the crew, where the pros showed tricks for the perfect basket shot.

"The two companies are not only connected by their location, but also by the same values such as cohesion, diversity and cosmopolitanism. Both AIDA Cruises and the ROSTOCK SEAWOLVES have a high charisma in Rostock and beyond ", says SEAWOLVES board member André Jürgens. "We are very much looking forward to the joint basketball season 2023/2024 with many more highlights and certainly one or two surprises."