

Allianz SE
Group Market Management

About the Partnership

Passion | Ambition | A True Partnership

Since October 2006 Allianz SE has been proud to partner the International Paralympic Committee (IPC) and the German National Paralympic Committee (Deutscher Behindertensportverband; DBS).

The Partnership aims at proactively supporting the global Paralympic Movement and the athletes of the German Paralympic Top Team on their way to the Paralympic Games in Vancouver 2010 and London 2012.

Together with the Paralympic Athletes, Allianz wants to share its passion for Paralympic Sport, to provide insights into the Paralympic Movement and to spread the emotions associated with all kinds of Paralympic Sports to a broad audience.

Looking back on the last years of co-operation, Allianz together with its partners have helped to foster public awareness and to create a greater interest in Paralympic Sport in general. Allianz gained inspiring insights from Paralympic Top Athletes over the last three years. Overcoming barriers, Paralympic Top Athletes never lose sight of their ambitious target: to strive for their best and eventually win a gold medal at the Paralympic Games. But above all, the athletes want to demonstrate that living with a disability still offers chances and opportunities and aspire public recognition and respect for what they do.

Being professional sportsmen and -women, the athletes are backed by a reliable team and partners supporting them in everyday life: Since professional training is highly time consuming, athletes are facing difficulties in managing the highly demanding triangle of work, life and training. Allianz' financial support enables the German Athletes of the Paralympic Top Team to focus on their sport. Currently, the Top Team consists of 25 Paralympic Athletes who are preparing for the next Paralympic Games in Vancouver 2010 and London 2012 – and the team grows permanently.

“Passion | Ambition | A True Partnership” underlines all Allianz activities in 2009/2010 and represents Allianz' conception of what its Paralympic Engagement is about.

For further information please visit www.sponsoring.allianz.com or contact Ms. Eike Doerte Buergel at

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Q&As

The Allianz Paralympic Partnership

Q1: How did the Allianz Paralympic Involvement come about?

A: At the suggestion of the German Federal President Horst Koehler, Gerhard Rupprecht, board member of Allianz SE, and Karl-Gerhard Eick, deputy chairman of Deutsche Telekom AG, signed a partnership agreement with the German National Paralympic Committee (Deutscher Behindertensportverband, DBS) and the International Paralympic Committee in October 2006.

The agreement has been renewed in 2008 and focuses on sustainable support of the Paralympic Movement especially through financial contributions to athletes of the “German Paralympic Top Team” for their preparation for the Vancouver 2010 Paralympic Games. The main goal of the support of the “German Paralympic Top Team” is to enable the athletes to dedicate more time to their training – therefore the athletes’ employers receive a financial compensation. At the moment, eleven athletes are nominated by the DBS for the “German Paralympic Top Team” for the Paralympic Winter Games in Vancouver 2010. In addition to the German Top Team support, Allianz offices in Portugal and in Slovakia support their National Paralympic Committees as well.

Within the last two years of a strong partnership, Allianz gained inspiring insights from Paralympic Top Athletes. Overcoming barriers with a strong passion for their sport, Paralympic Top Athletes never lose sight of their target: to strive for their best performance and eventually win a gold medal at the Paralympic Games. Such athletes also demonstrate that living with a disability has no limits with regards to sporting opportunities whilst gaining public recognition and respect for what they do.

Together with the Paralympic Athletes, Allianz wants to share its passion for sports for persons with a disability to provide insights into the Paralympic Movement and to spread the emotions associated with all kinds of Paralympic Sports to a broad audience.

“Passion | Ambition | A True Partnership” is the underlying idea of all Allianz activities in 2009/2010 and represents Allianz’ conception of what its Paralympic Engagement is about.

Q2: Why did Allianz prolong the Paralympic Sponsorship?

A: Looking back on the last two years of co-operation, Allianz together with its partners has helped to foster public awareness of the Paralympic Movement and to create a greater interest in Paralympic Sport in general. Allianz proved to be a trusted partner and emerged

its position as an inspired spectator and fascinated insider when it comes to Paralympic Sports. Furthermore, all contractual rights as supporter of the Paralympic Movement have been implemented by the IPC and DBS to Allianz' utmost satisfaction.

In addition, this inspiring and succeeding engagement bears not only a sportive but also a social component. For that reason, Allianz' commitment to Paralympic Sports and to this sponsorship was never up for discussion. Especially social projects often fall prey to cost-cutting measures taken by some companies – this is what Allianz definitively wanted to avoid.

Q3: What kind of effects does Allianz expect in terms of society, business and image and how does this partnership correspond with Formula One, Allianz Arena and other engagements of the Allianz brand?

A: Within this engagement, Allianz considers itself as part of the Paralympic Movement with an assignment to spread the emotion and passion associated with all kinds of Paralympic Sports and therewith to underline its corporate social responsibility. Together with the Paralympic Athletes, Allianz would like to broach the issues of "Accessibility", "At the Workplace with a Disability", and "Motivation" with employees, managers and society at large.

Competitiveness, performance, responsibility and partnership are the basic values of the Allianz brand and are transported into all its sportive and social engagements. As the athletes' competitiveness and willingness to perform are exemplary and outstanding, the partnership perfectly fits into the range of Allianz brand and sponsorship platforms.

Q4: Which organizations does Allianz support and what does the partnership program include?

A: Allianz supports the IPC (International Paralympic Committee) as "Gold Patron" and the DBS (Deutscher Behindertensportverband, the German National Committee) as "Official Partner of the German Paralympic Top Team".

Key objective of the Allianz Gold Patronage is to support the IPC in its mission to enable Paralympic athletes to achieve sporting excellence and to inspire and excite the world. By using the power of sports, the International Paralympic Committee (IPC) promotes the rights of persons with a disability to become full and active members of society. Founded in 1989, the IPC is one of the largest democratic non-profit sport organizations in the world. In 2001, Sir Philip Craven from Great Britain was elected president to lead the organization. Its membership includes amongst others more than 160 National Paralympic Committees (NPCs). The IPC is the global governing body of the Paralympic Movement. It organizes the Summer and Winter Paralympic Games, and serves as the International Federation for nine sports, for which it supervises and co-ordinates the World Championships and other competitions. The IPC is committed to enabling Paralympic athletes to achieve sporting excellence and to developing sport opportunities for persons with a disability from the beginner to elite level. In addition, the IPC aims to promote the Paralympic values of courage, determination, inspiration and equality.

In order to support the global acceptance of the Paralympic Movement, the IPC works together with “National Paralympic Committees”. In Germany, the NPC is represented by the DBS (the “Deutscher Behindertensportverband”). It is a democratic sports association which not only sends out the German team to the Paralympic Games but also takes care of a wide range of events, e.g. the German Championships. The DBS as an organization provides its members with the opportunity to link with each other - bringing together the rehabilitation athletes, the popular athletes as well as the professional athletes by uniting them through true team spirit.

One of the programs in the field of professional sport is the “German Paralympic Top Team”, which gives German athletes special support during their preparations for the Paralympic Games – a successful program supported by Allianz. The overall objective of this program is to enable Paralympic athletes to successfully prepare for the Paralympic Games in Vancouver 2010. Since professional training is highly time-consuming, there are athletes who have difficulties in managing the highly demanding triangle of work, life and training without cutting back on income. For those athletes, the financial support of this program is the key to success in Vancouver and also for managing the demands that sport, job and family bring with them.

Q5: Who belongs to the German Top Team Paralympics?

A: Naturally there are certain requirements which athletes need to fulfil in order to qualify for this program.

These requirements are:

- Classifiable
- Being a candidate for a Paralympic medal for at least one Paralympic discipline
- Membership of the German Paralympic Team
- An individual training schedule
- Approval from the chief coach
- Individual athletes have priority over team athletes

Currently, the German Top Team consists of 25 athletes, and the team grows permanently, as more and more summer sport athletes will become a member before London 2012.

The present winter sport Top Team consists of 12 athletes, who will represent Germany at the Paralympic Winter Games in the following sport disciplines:

- Ski Alpine
- Ski Nordic (incl. Cross Country and Biathlon)

Ski Alpine

- Gerd Gradwohl
- Christian Junghanns
- Thomas Nolte
- Andrea Rothfuss
- Gerd Schoenfelder
- Karl-Heinz-Vachenauer

Ski Nordic

- Verena Bentele
- Willi Brem
- Josef Giesen
- Florian Grimm
- Frank Hoefle
- Thomas Oelsner

Q6: What happens to other German athletes with a disability, who are not part of the Paralympic Top Team?

A: Allianz aims at promoting the Paralympic Movement worldwide and at creating higher awareness for sport for persons with a disability itself. In order to reach these aims, Allianz supports the best Paralympic Athletes with special attentiveness and grant. Their success assures media interest and accordingly higher public recognition and respect.

Besides of the Top Team, Allianz is also working together with the international governing body which represents the vast majority of athletes with a disability, and which intends to take the sport to a higher level – the IPC. Therewith, Allianz expects higher public awareness in the long run from which all athletes with a disability worldwide may benefit finally.

Q7: How exactly does Allianz promote the Paralympic Movement and with what kind of message?

A: “Passion | Ambition | A True Partnership” underlines all Allianz activities in 2009/2010. This idea not only represents Allianz’ conception of what the Paralympic Movement is about, but also what Paralympic Top Athletes have shown Allianz within the last two years: They overcome barriers with strong passion for their sport, they never lose sight of their ambitious targets and trust on reliable partners to help them in beating corporal as well as financial barriers.

This year, Allianz’ approach is built on a three pillar strategy consisting of communication, events and internal activities. But the top athletes form the center and heart of all Allianz’ efforts and communication measures: all three pillars are endorsed by an overall Ambassador Program of Paralympic Athletes. Together with the athletes, Allianz wants to provide insights into the Paralympic Movement and to spread the emotions associated with all kinds of Paralympic Sports. Therefore, Allianz together with the athletes produced different information and promotional material which can be used free of charge by anyone interested in Paralympic Sports.

Q8: What kind of information material exists and where can it be found?

A: Please visit <http://sponsoring.allianz.com/en/paralympics/paralympics> and find out more about Allianz’ engagement within the Paralympic Movement. Among further information you will find:

- Royalty Free Picture Material
- Athletes' Biographies
- The emotional TV vignettes "Paralympic Moments"
Information graphics explaining Paralympic Sports and providing interesting facts and figures about Paralympic Sports

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Quotes and Statements

The Allianz Commitment

Allianz Representatives

Dr. Gerhard Rupprecht, Allianz, on the Paralympic partnership:

"The exemplary attitude of Paralympic Athletes and the social values of the Paralympic Movement deserve more attention. It's about performance, respect and reliable partnership – we all can learn from these athletes."

Dr. Gerhard Rupprecht on the Paralympic partnership:

"Taking the athlete's exceptional achievements and the outstanding performance as a role model for all our Allianz' staff, the partnership with the International Paralympic Committee and the German National Paralympic Committee also sets a standard for Allianz' employee engagement, motivation and performance."

Dr. Gerhard Rupprecht on the Paralympic partnership:

"The prerequisite for Paralympic Top Athletes is the ability to perform well under competitive circumstances. Comparably important is believing in your own ability of being able to rely on others and receiving support from partners. Allianz, too, has only achieved success as an international financial services provider because its ability and competitiveness have allowed it to stand firm and because it has built trust by addressing the needs of each individual customer."

Dr. Gerhard Rupprecht on the Paralympic partnership:

"Allianz proved to be a trusted partner and enabler, but also emerged its position as an inspired spectator and fascinated insider when it comes to Paralympic Sports."

Dr. Gerhard Rupprecht on the Paralympic partnership:

"Allianz experienced at first hand that the remarkable performance of the Paralympic Top Athletes is driven by enthusiasm and ambition", Rupprecht comments the Allianz engagement and states: "In the future we want to share these experiences more intensely with public and society and thus multiply the messages of the Paralympic Movement."

Steven Althaus, Senior Vice President Global Brand Management and Strategic Partnerships, Allianz, on the Paralympic partnership:

"Allianz' key objective is to support the International Paralympic Committee and the German National Paralympic Committee (Deutscher Behindertensportverband) in their mission to enable Paralympic Athletes to achieve sporting excellence and to inspire the world. I am very pleased that Allianz, together with its partners, is able to support the people involved in the Paralympic Movement in achieving world-class performances."

Steven Althaus, Senior Vice President Global Brand Management and Strategic Partnerships, Allianz, on the Paralympic partnership:

"Together with the Paralympic Athletes, Allianz wants to share its passion for disabled sports to provide insights into the Paralympic Movement and to spread the emotions associated with all kinds of Paralympic Sports to a broad audience."

Steven Althaus, Senior Vice President Global Brand Management and Strategic Partnerships, Allianz, on the Paralympic partnership:

“Allianz’ Top Team support enables the German Athletes of the Paralympic Top Team to focus on their training and to efficiently prepare for the Paralympic Winter Games in Vancouver 2010.”

Steven Althaus, Senior Vice President Global Brand Management and Strategic Partnerships, Allianz, on the Paralympic partnership:

„As supporter of the Paralympic Top Team, we see Allianz as Partner of the Paralympic Athletes. Our goal is to provide best possible conditions for the athletes to permit an ideal preparation for the Paralympic Games.”

Steven Althaus, Senior Vice President Global Brand Management and Strategic Partnerships, Allianz, on the Paralympic partnership:

“The Paralympic Games in Beijing clarified the importance of our Paralympic Engagement. The athletes’ performances are truly exceptional, but we were especially impressed by the enthusiasm and passion the athletes conveyed. This has shown once again that the Paralympic Engagement needs to be continued.”

Athletes

Verena Bentele, Top Team Athlete, on the Top Team partnership:

“The Top Team support creates the framework that is necessary for professional Paralympic Sport in Germany. It provides the athletes the opportunity to prepare more intensively on the Paralympic Games.”

Gerd Schönfelder, Top Team Athlete, on the Top Team partnership:

„The Top Team support offers athletes a priceless advantage: It provides us time to professionally prepare for the Paralympic Games.”

Frank Höfle, Top Team Athlete, on the Top Team partnership:

„I’m really glad to be accepted in the Top Team. It’s reassuring to know that especially in the hot phase before the Paralympic Games I’m going to have enough time for training and preparation because my employer receives a financial balance during my absence.”

Kirsten Bruhn, Top Team Athlete, on the partnership and support of Allianz SE:

“The Top Team support means a lot to me. It allows me to train harder and more concentrated without turning down a social life. Now I can keep house by myself while working four hours a day and training another five hours.”

DBS

Friedhelm Julius Beucher, president of the German National Paralympic Committee, on the Top Team partnership of Allianz SE:

“We really appreciate the commitment of Allianz SE and Deutsche Telekom AG. It allows us a better support of the German Top Team athletes. The financial aid enables the athletes to reduce working hours and spend more time on training and regeneration.”

Friedhelm Julius Beucher, president of the German National Paralympic Committee, on the Top Team partnership of Allianz SE:

“Including the Beijing 2008 Paralympic Games over 50 athletes have benefitted from the sponsorship provided by Allianz SE and Deutsche Telekom. The 59 medals won by the German sportsmen and women are a testament to the success of this program. The athletes aren't the only ones to benefit from the sponsorship; it supports the whole disabled sports movement and increases professionalism in this area.”

IPC

Sir Philip Craven, president of the International Paralympic Committee, on the partnership of Allianz and Telekom:

“Professional athletes need support to be able to show top performances. The commitment of Allianz SE and Deutsche Telekom allows athletes an ideal and concentrated preparation for the competitions.”

Sir Philip Craven, president of the International Paralympic Committee, on the partnership:

“As a valued Patron, Allianz has assisted the International Paralympic Committee in continuing to passionately promote the Paralympic Movement.”

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