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News Release

Bayer – One of the largest sports promoters and sponsors in Germany.

How it all began

Since the Bayer plant at the time was isolated in no man's land between the Cologne suburb of Mülheim and the town of Wiesdorf, with no infrastructure and no opportunities for creative leisure activities, the plant management agreed to the employees' wish to offer meaningful leisure activities after work. On July 1, 1904, the "Turn- und Spielverein der Farbenfabriken vorm. Friedr. Bayer & Co." (TuS 04) was founded by a small company sports group around the Wuppertal gymnastics instructors Wilhelm Hauschild and August Kuhlmann as the first Bayer sports club in Germany.

The path to becoming one of the largest sports sponsors in Germany

As the company grew and employees demanded a more diverse range of sports, sport also became more and more important. The initial commitment to recreational sport developed into participation in sport at championship level. Bayer athletes strove to constantly improve their performance. Bayer eventually developed into one of the largest sports sponsors in Germany.

Diversification of Bayer sports

By promoting sport in the area of recreational and competitive sports, Bayer assumes social responsibility, particularly in the areas of inclusion, diversity and health, and has a positive impact on society through its diverse sporting commitment. Particular attention is paid to parasports and responsible youth development. Bayer also has sponsorship agreements with teams such as the professional footballers of Bayer 04 Leverkusen and sports associations. The company also maintains partnerships with event organizers, sports institutions and sports associations such as the German Disabled Sports

Association (DBS) and makes large investments, both financial and monetary, such as the construction of sports facilities.

Bayer Sport today

In 2023, Bayer was included in the [Laureus Sport for Good Index 2023](#) as a versatile supporter of sport - from elite sport, grassroots sport to parasport. Inclusion in the index, which is awarded by the globally respected charity Laureus and the global media company SportsPro, recognizes Bayer's commitment to sport internationally. Bayer is one of 30 brands that have been recognized for making a significant contribution to the United Nations' 17 Sustainable Development Goals through their collaboration, creativity and innovation in sports sponsorship.

Today there are 22 Bayer sports clubs with around 43,000 members. To date, Bayer athletes have won a total of over 70 Olympic medals, 90 Paralympic medals, 200 medals at world championships, 100 European championship titles and 800 German championship titles. The successes of Bayer athletes at the Olympics began in Tokyo in 1964 with Willi Holdorf's victory in the decathlon. Numerous other Olympic and Paralympic medals have followed to date and this successful record is set to continue at the Olympic and Paralympic Games in Paris.

Historical development of Bayer sports clubs at a glance

- **July 1, 1904:** Founding of the first Bayer sports club: "Turn- und Spielverein der Farbenfabriken vorm. Friedr. Bayer & Co."
- **November 1905:** Founding of the Uerdingen 05 football club
- **May 1908:** Founding of SV Bayer Uerdingen 08
- **1910:** Founding of the Bayer Leverkusen rowing club
- **1913:** Founding of the Leverkusen tennis club
- **1919:** Founding of the Leverkusen hockey club • December
- **1920:** Founding of SV Bayer Dormagen
- **July 1951:** Merger of the rowing club, tennis club and hockey club to form RTHC Bayer Leverkusen
- **1952:** Founding of SV Bayer Wuppertal
- **April 1999:** Spin-off of football from TSV Bayer 04 Leverkusen eV into Bayer 04 Leverkusen Fußball GmbH (Werkself)