

# Celebrating the 2026 FIFA World Cup Through Football for Social Impact

A Joint Initiative by the German Embassy in Korea, ISEA & VfB Stuttgart





**VfB Stuttgart**

# CSR - FOOTBALL PROGRAM

**Schedule - 2026. 06. 18 (Thurs) ~ 2026. 06. 20 (Sat)**

**Special Korea-European Football Celebration - 2026. 6. 20 (Sat)**

**A professional football-based development program empowering underprivileged children through sport**



**Elite Coaches Visit Korea**



**Football events with the embassy**



The football camp schedule is subject to change. Any changes will be announced in advance.

# 2026 VfB Stuttgart CSR Football Event

Date	June 18 (Thurs)	June 19(Fri)	June20 (Sat)
Program	VfB Stuttgart CSR Football Event		Honoring the World Cup Spirit A Special Korea-European Football Event
Participants	80 1 <sup>th</sup> - 6 <sup>th</sup> graders (local selection)	40 1 <sup>th</sup> - 6 <sup>th</sup> graders (sponsor selection)	
Time	10:00-16:00 (Lunch break: 12:00-14:00, meals not provided)		10:00-16:00
Venue	TBD		TBD
Coaches	3 Stuttgart Youth Coaches (Supported by 3 Korean assistant coaches)		
Highlights	<ul style="list-style-type: none"> <li>The program provides high-quality coaching, life skills education, and values-based training, enabling participants to develop discipline, teamwork, confidence, and resilience.</li> <li>Beyond athletic development, the initiative fosters social inclusion, personal growth, and long-term opportunity, using football as a powerful platform for positive social impact.</li> </ul>		Jointly hosted by the German Embassy: European & Korean football culture festival
Special Benefits	<ul style="list-style-type: none"> <li>Official Stuttgart team uniform</li> <li>Official VfB Stuttgart team medal</li> <li>Football Event completion certificate</li> </ul>		

The football camp schedule is subject to change. Any changes will be announced in advance.



# Sponsorship Program



# Sponsorship Package Overview

## Platinum Sponsor: 50 million Won

- **Front-facing logo** placement on official training bibs, ensuring maximum visibility throughout all official football training programs
- **Platinum Sponsor Exclusive Program :**  
An **exclusive football family event** designed solely for Platinum Sponsor companies, offering a private and premium experience for employees and their families.
- Official Platinum Sponsor **Certification** awarded in recognition of sponsorship
- Exclusive executive engagement, including an **official visit by VfB Stuttgart's Korea Representative and first-team coaching staff to the Platinum Sponsor's Korea headquarters**
- **Invitation matchday** experience at VfB Stuttgart's iconic **MHP Arena**
- Comprehensive brand exposure across all key touchpoints, including event banners, promotional posters, and branded photo zones
- Priority invitations to major events and official program ceremonies



# Sponsorship Package Overview

## Gold Sponsor: 30 million Won

- **Rear-facing logo** placement on official training bibs, providing consistent brand exposure during official football training programs
- Exclusive executive engagement, including an **official visit by VfB Stuttgart's Korea Representative** and first-team coaching staff to the **Gold Sponsor's Korea headquarters**
- **Invitation matchday** experience at VfB Stuttgart's iconic **MHP Arena**
- Comprehensive brand exposure across all key touchpoints, including event banners, promotional posters, and branded photo zones
- Invitations to major program events and ceremonies

## Silver Sponsor: 10 million Won

- Comprehensive brand exposure across all key touchpoints, including event banners, promotional posters, and branded photo zones
- Exclusive executive engagement, including an **official visit by VfB Stuttgart's Korea Representative** and first-team coaching staff to the **Silber Sponsor's Korea headquarters**
- Invitations to selected program events

## Bronze Sponsor: 5 million Won

- Brand exposure across key on-site and promotional assets, including banners and posters

## Participating & In-Kind Sponsor: 1 million Won

- Brand exposure across key on-site and promotional assets, including banners and posters
- Custom Support\*





# About Us

# VfB Stuttgart 1893 e.V.

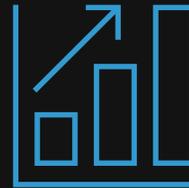
## A prestigious club in Bundesliga



**BUNDESLIGA**

A historic club in the German Bundesliga, founded 1893, with numerous championship wins

## Renowned youth development system



Operating a renowned youth academy that has produced numerous team players and stars

## Global Network



Establishing a broad international cooperation system to discover and foster promising talents around the world



# ISEA Introduction

- ✓ A non-profit foundation dedicated to fostering cultural exchange and lasting friendship between Korea, Germany, and Europe through sports, as well as music, arts, and other creative disciplines.
- ✓ Through football and diverse professional fields, we empower children and youth by fostering talent development and long-term potential.
- ✓ Collaborative initiatives with international partners to help children and young people pursue their dreams.
- ✓ Inclusive spirit of sports that transcends age, gender, and race.
- ✓ Charity events supported by the German Embassy in Korea and the European Chamber of Commerce in Korea (ECCK).



# Organization Chart



# ISEA

A **non-profit foundation** dedicated to fostering cultural exchange and lasting friendship between Korea, Germany, and Europe through sports, as well as music, arts, and other creative disciplines.



# Mission



Open global opportunities  
for Korean youth football



Develop talent to  
compete at world level



Bridge social &  
environmental gaps  
for children



Foster a fair & inclusive  
future for all youth

*"ISEA is dedicated to creating equitable access to global education for children and driving lasting impact for underserved communities and environmental protection."*

- Chairwoman Jin Lee -

*Jin Lee*

# ISEA Business Content

- 2022. The first VfL Wolfsburg football camp in Korea held in October
- 2023. The 2nd VfL Wolfsburg Korea Football Camp held in April
- 2024. The 3rd VfB Stuttgart Korea Football Camp held in May
- 2024. Hosted an event by the German Embassy in Korea to commemorate EURO 2024 in June
- 2024. The 4th VfB Stuttgart Korea Football Camp Held in October
- 2024. 1st ISEA Scholarship Students played friendly matches against German 1st division youth teams such as VfB Stuttgart, SC Freiburg, and Stuttgarter Kickers in Stuttgart, Germany
- 2025. The 6th VfB Stuttgart Korea Football Camp held in March
- 2025. The 7th VfB Stuttgart Korea Football Camp held in September
- 2025. 2nd ISEA Scholarship Students will travel to Germany in October
- 2026. 06 **Scheduled** "Football Program to Support Underprivileged Children" & "Korea-Europe Cultural Festival"
- 2026. 09 **Scheduled** The 8th VfB Stuttgart Korea Football Camp held in September
- 2026. 11 **Scheduled** 3<sup>rd</sup> ISEA Scholarship Students will travel to Germany in November

# ISEA Business Information

## Business Value

1. Inclusive Sponsorship Programs for **Underprivileged Children** and **Diverse Family** Communities  
- Including **Single-Parent** and **Multicultural Families**
2. Discovering and nurturing gifted football players for the growth and development of Korean football
3. Integrated Talent Development and Social Support Programs
4. Multidisciplinary Talent Support Programs Beyond Sport  
- **Music, Arts, and Technical Workforce Development**
5. Scientific discovery and systematic Education with ISEA and German
6. Advancing Future Talent Through Cross-Border Education and Culture
7. Empowering Women Through Global Education and Korea–Germany Cultural Exchange
8. **Sustainable Futures Through Football**  
- A global ESG-driven environmental sustainability initiative leveraging football as a powerful platform for climate awareness and action.



# Effects obtained by sponsoring companies



## Enhancing brand image

Strengthening brand image by strengthening global competitiveness through CSR



## Official donation receipts

“Through officially recognized donation receipts, corporate sponsors can maximize the value of their contributions by combining tax benefits with measurable social and environmental impact.”



## Realization of corporate social responsibility

Meaningful corporate social responsibility (CSR) activities are possible by companies ‘advancing the football market system’.



## Strengthening awareness in international markets

By enabling various international cultural exchanges through international events, brand value in the international market increases and Expected to increase corporate awareness



## A Landmark CSR Initiative for Underprivileged Children

A Special CSR Event for Underprivileged Children with the German Embassy in Korea, KGCCI and ISEA



# Executive Summary - The Vision

## Moving Beyond Charity to Asset Building

Traditional CSR often ends at donation.

Our approach leverages the dynamic nature of sports to build Intangible Assets.

By fostering teamwork among multicultural and single-parent families, corporations demonstrate real-world ESG commitment.

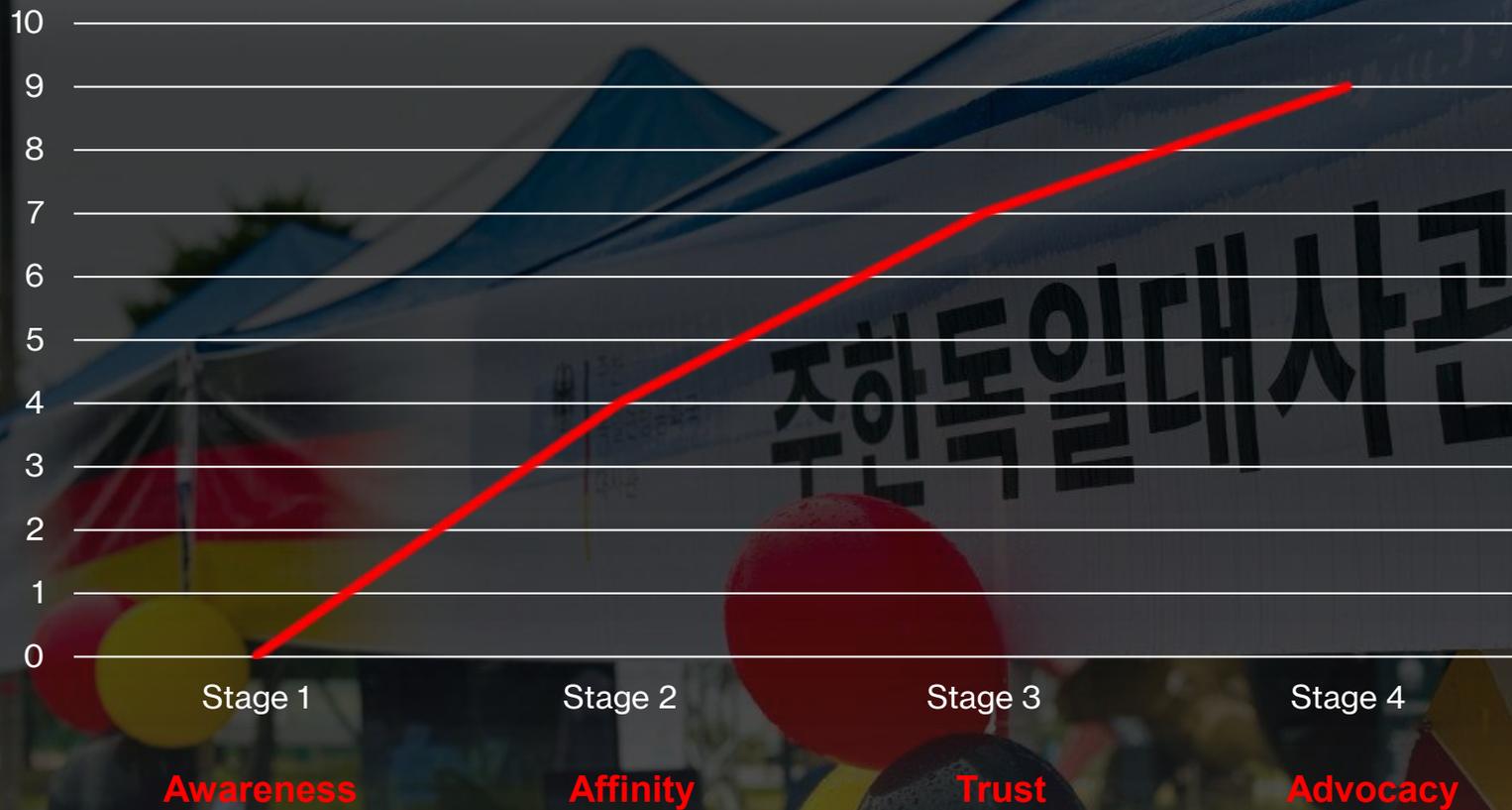
### Key Objective

To transform corporate perception from a "Profit-Only Entity" to a "Warm Social Partner" through tangible engagement.

# Brand Identity Transformation Index

Metric	Pre-Activity	Post-Activity	Strategic Outcome
Social Responsibility (ESG)	40	95	Proof of Inclusive Policy implementation
Emotional Affinity	35	88	Enhanced intimacy through sports dynamism
Brand Trustworthiness	55	85	Authenticity through participatory engagement
Innovation & Flexibility	50	75	Responsiveness to demographic shifts

# Marketing Funnel & Consumer Psychology



The 'Teamwork' message in football aligns with corporate 'Co-prosperity', moving consumers from mere recognition to active brand defense.

# The Symbolism of Football

## Equity



On the pitch, everyone wears the same jersey. It symbolizes a fair society regardless of background.

## Connection



A "Pass" is the ultimate metaphor for corporate-social connection. No one wins alone.

## Vitality



Shifting the corporate image from "Cold & Static" to "Warm & Energetic" through physical action.



# Targeting & Internal Synergy



## Capturing Gen MZ

Appealing to the values of diversity and equity, which are critical for the younger generation's brand choices.

## Internal Marketing

Employees participating as mentors experience the company's social value first-hand, boosting morale and retention.

# Value Creation Framework (VCM)

Phase	Activity	Investor Perspective (Value)
Input	Inclusive Football Clinics	Strategic ESG Investment (Social)
Process	Teamwork Programs & Mentoring	Mitigation of Reputation Risk
Output	Media Spread & Positive Viral	Growth of Intangible Asset Value
Outcome	Social Integration & Loyalty	Lowering Cost of Capital

# Benchmark: Hana Financial Group

## The 'One Team' Synergy

By combining their asset 'Darin Multicultural Center' with the pro football club 'Daejeon Hana Citizen', they created a unique CSR ecosystem.

This aligns with their slogan "For Everyone's Joy," turning soccer into a bridge for financial inclusion.

## Impact

Significant improvement in MSCI/KCGS ESG scores, attracting ESG-focused capital.

# ROI & Authenticity Index

Passive Donation

1.0x Base

Sports CSR Model

2.4x Authenticity Score

Sports CSR generates 2.4x higher authenticity than simple cash grants, leading to stronger long-term LTV.

# A Strategic Investment for the Future Market

Sports CSR is not a cost; it is a vital mechanism to manage social risk, enhance brand equity, and secure the next generation of loyal customers.

**BUILDING A LEGACY OF TRUST**



# Thank you!

**ISEA**

*Official Korean Partner of VfB Stuttgart 1893*

## CONTACT US

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