New addition to the Gladiators family. Luxair becomes a partner of VET-CONCEPT Gladiators Trier.

The VET-CONCEPT Gladiators Trier welcome Luxair as another renowned and internationally active partner. The Luxembourg airline is well known across the Greater Region and now joins the club’s circle of partners in the easyCredit Basketball Bundesliga. As the airline of the Greater Region, Luxair is present wherever people live, work and spend their free time, including professional sports. The Gladiators are firmly anchored in Trier and the surrounding region and appeal to a broad audience, including many families who enjoy basketball together. It is precisely this close connection to the local community that forms an important basis for the partnership.

The partnership includes prominent advertising space in the SWT-Arena and joint communication activities across various media channels. In addition, the partnership with Luxair also includes logistical support for the club’s away games to arenas in Germany.

A special highlight of the partnership will be a Luxair Matchday. Fans can look forward to exclusive activities and the opportunity to learn more about Luxair: an airline offering attractive travel options and a network of over 100 destinations across Europe and beyond, bookable either as a flight with Luxair or as a package holiday through LuxairTours. At the same time, the Matchday will offer

insights into Luxair as an important employer in Luxembourg, highlighting the people and teamwork behind the airline’s daily operations.

Florian Hosseini, Managing Director of VET-CONCEPT Gladiators Trier, says: « We are delighted to welcome Luxair, one of the best-known companies in the Greater Region, as our new partner. With potential flights from Luxembourg Airport and the support of such a well-connected company, we will benefit enormously from this partnership and are very much looking forward to the future. We would like to thank Luxair for the constructive discussions, the respectful exchange, and the trust placed in our work. »

Thomas Fischer, Chief Commercial Officer of Luxair, adds: « Luxair is the airline of the Greater Region, and this is exactly where the Gladiators are firmly rooted. That’s why this partnership is a great fit for us. We are looking forward to joint activities at the SWT Arena and especially to the Luxair Matchday. Our aim is to offer fans special moments while also showing what Luxair stands for: attractive travel offers, a broad route network and exciting job and career opportunities. It is particularly nice to see how many families in Trier enjoy basketball together, and we at Luxair are just as happy to accompany families on their holiday trips.