

Regional sponsorship project “Eintracht 100” **Wentronic sponsors Eintracht Braunschweig**

- **Wentronic continues to support Eintracht Braunschweig as part of the “Eintracht 100” project**

Braunschweig, July 30th 2018 – The Braunschweig-based distributor Wentronic supports the Eintracht Braunschweig football club as part of the regional sponsorship project “Eintracht 100” in the coming two seasons 2018/2019 and 2019/2020. Thus, Wentronic is continuing the loyal support of the football team at their headquarters in Braunschweig even after its relegation to the third league.

The “Eintracht 100” project is a sponsorship concept for regional companies that was launched over 30 years ago. The then president of Eintracht Braunschweig, Harald Tenzer, had founded the project in order to give local companies the opportunity to support the club financially and ideally. Even today, more than 90 percent of the sponsors come from Braunschweig and the surrounding region.

Michael Wendt, managing partner of Wentronic, says that he is personally convinced of the sponsorship. Even after the club’s relegation, he did not question the continuation of the cooperation: “As a regional partner, we feel particularly close to Eintracht Braunschweig. Our long-standing cooperation has always been characterized by support – even in difficult times. Now we hope to celebrate our return to the second league next year.”

About Wentronic:

The Wentronic group is a distributor from Braunschweig. As a partner for accessories from entertainment electronics, the holding makes around EUR 58 million annual sales, employs around 300 people at 8 sites in Europe, Asia, and Australia, and distributes over 12,000 items from its warehouse. Wentronic is represented internationally via a large sales network. More information at www.wentronic.com.

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