

A GERMAN SOCCER CLUB IN SOUTH AFRICA

ARMINIA BIELEFELD





ARMINIA × SOUTH AFRICA

Sustainable CSR-Projects since 02/2021

Strong bridges between soccer, education, economic, CSR, politic and communities

Sustainable Arminia South Africa soccer school program

Former Arminia Bielefeld player Delron Buckley as the brand ambassador in South Africa

Sibusiso Zuma

At Arminia from 2005-2008

Partner with the Southern African German Chamber of Commerce since 2022

Activities in Townships and small towns (e.g. Daveyton)

Founding the Arminia Bielefeld SA NPC in 2024



ARMINIA × SOUTH AFRICA

Ernst Middendorp
1988-90, 1994-98, 2007

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Siyabonga Nkosi

At Arminia from 2007-2008

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Rowen Fernandez

At Arminia from 2007-2010

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**„IT'S NOT ABOUT
EXPORTING FOOTBALL.
IT'S ABOUT BUILDING
FUTURES – TOGETHER.“**

— Delron Buckley, Arminia ambassador South Africa





MILESTONES OF OUR ENGAGEMENT IN SOUTH AFRICA

Arminia Bielefeld has built a strong track record of international youth development with a clear focus on sustainable growth and long-term success. Since 2021, the club has actively engaged in South Africa with on-site training sessions, coaching education, and close cooperation with local first division clubs. Visits from national coaches and a wide range of CSR activities in the townships underline the holistic approach that combines sporting excellence with social responsibility. This unique partnership bridges cultures, creates opportunities for young talent, and highlights Arminia's commitment to making a difference both on and off the pitch.



April 24, 2021
Start of the youth project in South Africa with first on-site training sessions.



June 9, 2021
Coaching Education with Ephraim Mashaba (former A-National Head of South Africa).



December 6, 2021
Visit of David Notoane (head coach South Africa U23) to Bielefeld.



January 25, 2022
Cooperation with South African first division club Maritzburg United.



June 2022
Various CSR activities in Townships



June 24, 2022
Partner with Southern African German Chamber of Commerce



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August 10, 2022
First visit of a DSC delegation to Maritzburg United.



November 15
Joint football camp in Maritzburg.



April 6, 2023
Delron Buckley becomes Arminia ambassador for South Africa.



April 21, 2023
Visit of youth player Okuhle Sabelo Junior Ngwenya to Bielefeld.



May 9, 2023
Delron Buckley and Arminia legend Tom Schuetz travel to Johannesburg.



Organizing first Arminia-Tournament with ten schools from different townships.



NEW PARTNERSHIPS GAUTENG PROVINCE COOPERATION

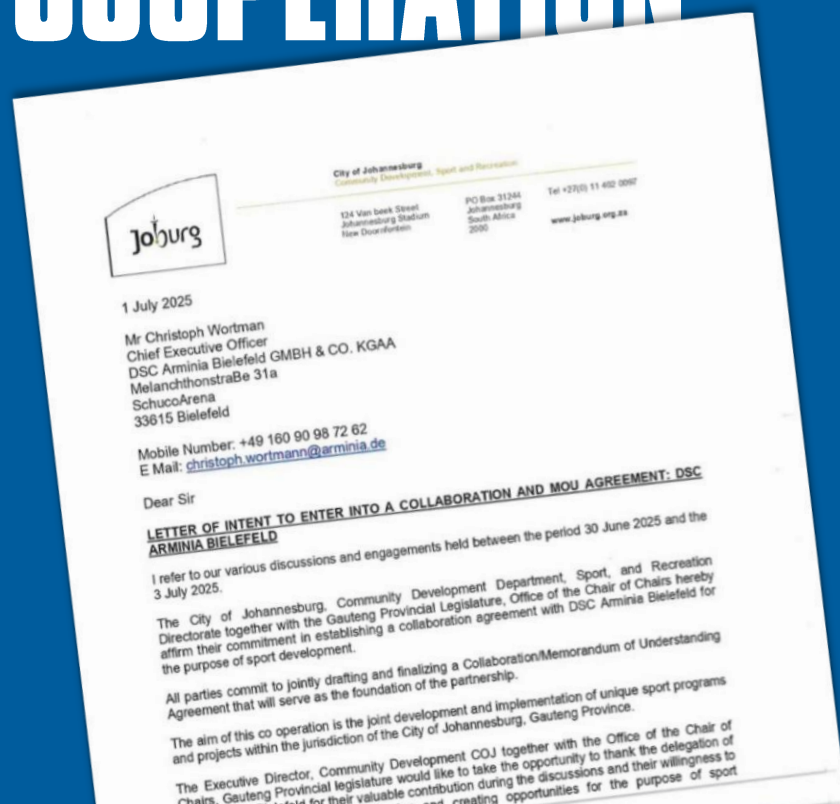
Joint Letter of Intent signed on July 1, 2025

Official cooperation with the Department of Community Development, Sport & Recreation

Foundation for a Memorandum of Understanding (MoU) currently in preparation

Focus on sports development, youth engagement, and social responsibility

Building a sustainable bridge between Arminia Bielefeld and the Province of Gauteng





NEW PARTNERSHIPS

BOLOBATHABA YOUTH ACADEMY

2-year agreement (2025–2027)

Local training and education program carried out on behalf of Arminia Bielefeld

Academy selected the largest package: “Development Pro”

Key elements:

3 on-site visits per year by Arminia coaches (incl. Delron Buckley)

15 digital training sessions & 3 coaching clinics per year

National media coverage to boost visibility

2 tryout experiences in Germany for selected players each year
Goal: Sustainable player development & long-term knowledge transfer



COMMUNITY REACH



+20

Townships
engaged

+2.500

Kids trained

+40

Community events
conducted

+5

Communities
empowered*

* in underserved areas as well as development in underrepresented communities! First professional club ever in this areas, (e.g. Standerton 180km outside of Johannesburg, Brits, 80km outside Johannesburg)



CONNECTING PEOPLE

As part of its long-term commitment to South Africa, Arminia Bielefeld is breaking new ground in digital communication. The club will launch its own **Facebook channel in Zulu**, creating a direct and authentic connection with local fans in their native language. In addition, Arminia plans to **collaborate with influential voices and content creators** on the ground, ensuring that the club's values, stories, and opportunities resonate even more strongly within the South African community. This combination of cultural sensitivity and modern influencer marketing reflects Arminia's ambition to grow genuine relationships and inspire the next generation of football fans.





CONNECTING PEOPLE

Arminia Bielefeld's commitment to South Africa goes far beyond symbolic gestures – it is designed to create real, lasting impact. A **dedicated football school** on site will provide young talents with professional training and a clear pathway into the game. To ensure continuity and authentic exchange, Arminia will also employ a **local staff member** who acts as a permanent link between Bielefeld and South Africa. At the same time, **free-to-air TV coverage** will make the partnership visible to a broad audience and bring the stories of this unique collaboration into living rooms across the country. Complementing these efforts, **exclusive round table formats** will foster dialogue between sports, business, and community leaders, laying the foundation for sustainable growth and shared success.



GREAT MEDIA REACH

60 MIO.

+70

+10

4x

4x

reached people through
media

different media outlets
report about our activities
in South Africa.

media live interviews in
various TV- and radio-
media outlets.

top story feed in national
media outlets (like kick-
off, soccer, laduma, the
star)

Key-note speaker at
conferences and summits

SEE HOW WE WORK



MEETING THE DEPUTY MINISTER FOR SPORTS

Through our presence in South Africa and the network we built up, we were able to meet with Nocawe Mafu

She was the Deputy Minister for Sports, Arts and Culture in South Africa

The discussions were very fruitful and will open more doors in the future



MEETING THE GERMAN AMBASSADOR ANDREAS PESCHKE

We also had the chance to meet with the German
Ambassador Andreas Peschke

Mr. Peschke has been observing our activities for a
long time and was very interested and pleased about
ARMINIA's broad commitment in South Africa

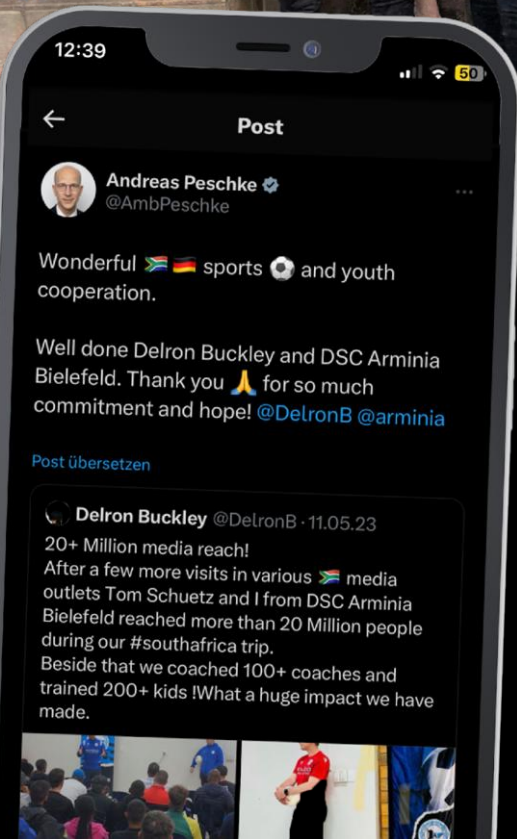




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STRONG PARTNERSHIPS



Deutsche Industrie- und Handelskammer für das südliche Afrika
Southern African-German Chamber of Commerce and Industry



OUR GOALS FOR THE FUTURE

- 1** We want to live up to our social responsibility and give socially disadvantaged children and young people access to sports, knowledge and education.
- 2** We want to build a community that develops an interest in the Bundesliga and Arminia Bielefeld.
- 3** We want to strengthen values such as team spirit, respect, fair play and tolerance.
- 4** We want to create a transfer of knowledge to clubs, coaches and institutions and build a network with companies that support us in achieving our common goals.





KEY MESSAGES FOR COMPANIES

CSR AND SOCIAL RESPONSIBILITY

Support for education and integration projects to help disadvantaged youth

SPORTS AND YOUTH DEVELOPMENT

Partnership in youth football

CULTURAL EXCHANGE

Promoting dialogue between South Africa and Germany through joint sports and education initiatives

LONG-TERM BRAND BUILDING

Positioning as a responsible, sustainable partner by engaging in social projects



ARMINIA × SOUTH AFRICA UNITED BY MORE THAN FOOTBALL

Respect

We treat each other fairly – on and off the pitch.

Education

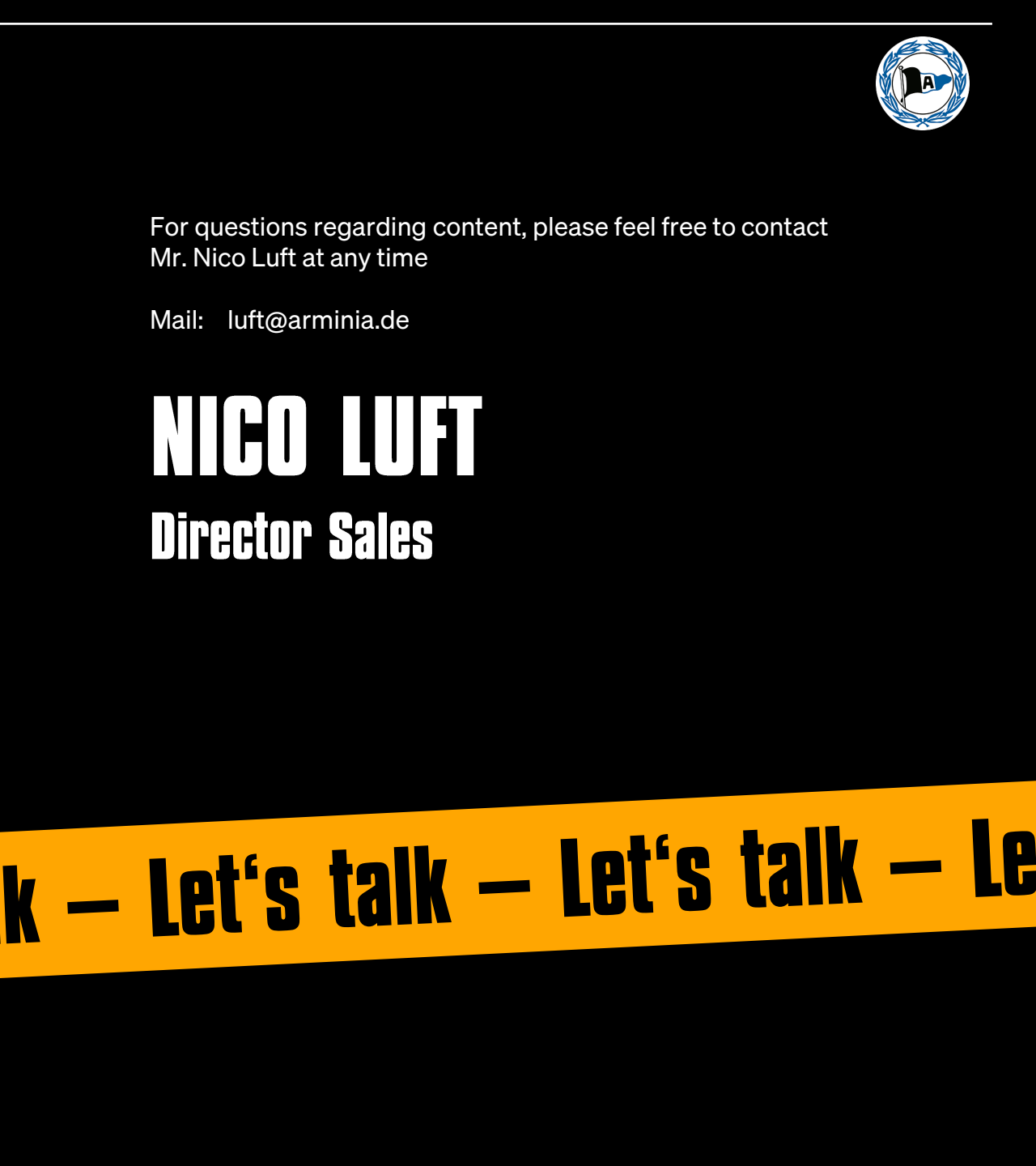
We believe in developing people, not just players.

Opportunity

We open doors for young talents – regardless of background.

Togetherness

We grow through team spirit, loyalty and community.



NICO LUFT

Director Sales

Let's talk — Let's talk — Let's talk — Let's talk — Let's talk —