

B42



PRESS KIT

**PRESENT YOUR
COOPERATION WITH
B42 IN THE BEST
POSSIBLE WAY!**

#BE FEARLESS.BE FOCUSED.B42

INTRODUCTION

HI!

We are thrilled that you are part of the exciting B42 revolution in amateur soccer!

To present your partnership with B42 to your coaches, players, fans and members in the best possible way, we have compiled some helpful information and content for you here.

If you need any further content in addition to the materials provided, please contact us.

WE WANT TO SHAPE THE FUTURE OF AMATEUR SOCCER TOGETHER WITH YOU AND LOOK FORWARD TO WORKING WITH YOU IN THE FUTURE.

If you have any questions or need support, please do not hesitate to contact us.



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THIS IS HOW YOU BENEFIT FROM B42

With the Press Kit, we would like to provide you with image and video material to give your members, players and fans a deeper insight into your club and training with B42 and to communicate the benefits to your community.

- **MORE MEMBERS:** GAIN NEW MEMBERS THROUGH THE COOPERATION PUBLICATION, ESPECIALLY THE YOUNGER GENERATION.
- **PROFESSIONALISM:** REFLECT PROFESSIONALISM TO THE OUTSIDE WORLD WITH B42 AND ATTRACT PLAYERS AND SPONSORS TO YOUR CLUB. SPONSORS CAN ALSO BE DISPLAYED ON THE PLATFORM VIA OUR SPONSOR BANNER.
- **EDUCATE PLAYERS & COACHES ABOUT FEATURES:** INFORM YOUR PLAYERS ABOUT THE COMPREHENSIVE FEATURES OF THE B42 APP SO THEY CAN GET THE MOST OUT OF THEIR TRAINING.
- **IMPROVE PERFORMANCE:** IMPROVE THE PERFORMANCE OF YOUR PLAYERS AND COACHES THROUGH OUR CONTRIBUTIONS. PROTECT YOUR PLAYERS FROM INJURIES AND HELP THEM GET BACK ON THE PITCH "FAST" AFTER AN INJURY.

Tipp: Encourage your players to post pictures with performance data via Instagram (story) and tag your club and us - we will then share the story, which pushes every player to get even more out of themselves.

Use B42 discount opportunities

If we see (via tags and hashtags) that you are working with us, we can talk to you in the next B42 renewal meeting about great discount opportunities, but also about cooperations in which we can support you with donations in kind, events and much more.

THIS IS HOW YOU USE THE B42 PRESS KIT

- **INSTAGRAM:** POSTS (+TEXT) AND STORIES (IMAGE AND VIDEOS/REELS)
- **WEBSITE:** BLOGPOSTS AND NEWS FOR YOUR WEBSITE (TEXT AND IMAGES)
- **TIKTOK:** VIDEOS/REELS
- **MORE CHANELS:**
 - > PRINT MEDIA SUCH AS STADIUM MAGAZINES, FLYERS, ETC.
 - > ONLINE MEDIA SUCH AS WHATSAPP, THREADS, TWITTER, ETC.

Tag @b42_official:

Make sure your posts and publications are tagged @b42_official. Use the official hashtags **#befe4rless #befocu2ed #b42** to share your posts with our and your community.

Logo B42:

You can put the B42 logo as a cooperation partner on your website (or anywhere you want). Feel free to link to our website www.b-42.com.

Self-created videos/reels or images:

We look forward to receiving your own created images and videos in connection with B42 and your club.

Ideas:

- Videos/Reels about your training development status
- Q&A with coaches & players about training/development
- Training excerpts with the B42 app (e.g. endurance running, workouts, etc.)
- Ball-specific workouts (dribbling, passing, ball control, skills),
- Workouts (strength, speed, mobility, etc).

YOU NEED MORE CONTENT FOR YOUR CHANNELS?

Contact us and you will receive exciting content about

Performance

How can our players improve their technical and physical skills?

Return to Sports

How can players prevent injuries and get back on the pitch more quickly after an injury?

Performance Tracking

How can players track their performance data and improve their Player Card Score?

Team-Management

How can we better structure/design our team management?

and much more!

READY?

Download the
B42 Press Kit!

[DOWNLOAD](#)



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