



## **Ziener to clothe FIS Nordic World Ski Championships**

### **New Official Clothing partner agreement will see sports brand equip over 1,700 staff at Oberstdorf 2021**

**Zug, Switzerland** - German sportswear manufacturer Ziener has been named the Official Clothing Partner of the FIS Nordic World Ski Championships Oberstdorf 2021 presented by Stora Enso following an agreement brokered by Infront, the exclusive media and marketing partner for the International Ski Federation (FIS) event.

It marks the first time Ziener has been named a sponsor and it will equip over 1,700 staff and volunteers throughout the event, which takes place in Germany from 23 February to 7 March.

The agreement also includes the right to publish World Championship highlight clips on its own digital channels and logo integration on the event website and at the venue through video spots.

Ziener can also design an exclusive FIS Nordic World Ski Championships collection for sale online, in dedicated shops as well as via the company's exhibition space at the competition.

Michael Witta, Vice President of Marketing Sales at Infront said: "Ziener's reputation as a top brand in the winter clothing market is well established and we are happy to welcome them onboard as we build towards the FIS Nordic World Ski Championships. We believe this partnership benefits for both parties and will provide broad exposure for Ziener's brand."

Moritz Beckers-Schwarz, General Manager FIS Nordic Ski World Championships 2021: "We are proud to welcome Ziener to our family. It is important to satisfy our volunteers and staff with high quality partner and Ziener is the best we could win. Together we will experience the biggest sport spectacle in 2021."

### **About Infront**

Connecting fans and consumers to the greatest sports events, Infront, a Wanda Sports Group company, offers everything an event or commercial partner needs to be successful. With a team of over 1,000 experts working from 45 offices across more than 16 countries around the world, Infront is equipped to tackle any challenge - be it innovative digital solutions, world-class event operations, international media rights distribution, sponsorship sales and activations or cutting-edge media production. Headquartered in Switzerland, Infront is passionate and #AllAboutSports. @infrontsports [www.infront.sport](http://www.infront.sport).

## About Ziener

At home in the Bavarian mountains, out and about on ski slopes all over the world: the ZIENER family business has been a specialist in technically innovative gloves and clothing for the ski, bike and active sports sectors for more than 70 years. To this day, the development and design of the collections come from Oberammergau. With the company philosophy "Made by Pros", ZIENER has one goal: to produce outstanding products for sports enthusiasts in cooperation with top athletes such as Felix Neureuther. In addition, ZIENER provides equipment for the German Ski Association (DSV), as well as for numerous other national and international ski associations. Whether you're a passionate free rider, professional winter sportsman or fervent biker: slopes and trails are our home.

More informations at: [Ziener.com](http://Ziener.com) | [facebook.com/Ziener.Sports](https://facebook.com/Ziener.Sports) | [instagram.com/ziener\\_sports/](https://instagram.com/ziener_sports/)

## About FIS Nordic Ski World Championships 2021 Oberstdorf/Allgäu

After 1987 and 2005 Oberstdorf will be host for the FIS Nordic World Ski Championships for the third time. Oberstdorf is one of the most known and most important winter sport resorts in Germany and with the experience from previous World Championships and numerous World Cup Events over the last years the Organizing Committee will provide a perfect venue for athletes from all over the world and up to 250.000 spectators, especially with the help of approximately 1.500 volunteers.