



1997 DHB-Pokal-Vizemeister  
1998 Vize-Europapokalsieger  
2001 DHB-Pokal-Vizemeister



Press release from HSG Wetzlar dated 20. July 2009

## Creative, professional, sustainable: first art named as HSG Wetzlar's new advertising agency

*The Gießen-based agency will be supporting the long-standing club in redesigning its advertising content and launching a new image campaign*



The handball premier league team HSG Wetzlar can now draw on the creative know-how of the agency first art for implementing its marketing measures. After an intensive screening process over the past few weeks, the historical Hessian club opted to work with the Gießen-based company which has made a name for itself as a full service communications agency nationwide. first art has been supporting well-known, internationally operating companies from the worlds of trade, industry and services for more than 14 years.

As part of the extensive partnership agreement, first art has agreed to support the club in completely redesigning almost all of its advertising material, such as season tickets, pocket planners, schedules, autograph cards, posters and sponsor boards, as well as in implementing further marketing activities (special ads, image campaigns and »HSG Inside«). »We are looking forward to working with first art. I have met the agency's team over the past few weeks and I have found them to be highly committed and professional, and they have also demonstrated a good feel for the sport of handball,« reveals HSG marketing manager Christian Beidatsch, who also thanked first art's predecessor Wetzlar-based agency Sondermann Marketing for their years of hard work for HSG Wetzlar. The company requested not to extend the previous contract with the club.

first art managing director Katja Inge Reinhardt is also looking forward to the new partnership: »HSG Wetzlar is a first division handball team, which makes them both popular and a key ambassador for the region nationwide. The club moves and inspires fans with their performances, the club is credible and is scandal-free, there is no artificial facade, just a solid financial base and equally solid perspectives for the future. In our work we would like to support the club in its plans to raise its profile as a dynamic premier league club – both among its sponsors and its fans. Handball is one of the most popular team sports in Germany and is known first and foremost for its energy and fighting spirit! These are values that are also crucial to the successful development of a company. Given this positive basis, we are anticipating that we can make an impact in the media and also make the most of the opportunity to strengthen existing contacts and establish new ones. We would like to wish HSG Wetzlar a successful season and look forward to watching some exciting action in the Rittal Arena!«

Co-Sponsoren

**Buderus** | Edeltahl

**enwa**  
energie · wasser · gesellschaft



Auto »Weller

**PFEIFFER** VACUUM

**RITTAL**

**Sparkasse**  
Wetzlar

**Volksbank**  
Mittelhessen

Wetzlarer Neue Zeitung

Ticket-Hotline: 06 41 / 6 86 94-66 · [ticket@hsg-wetzlar.de](mailto:ticket@hsg-wetzlar.de)

HSG Wetzlar Handball-Bundesliga  
Spielbetriebs GmbH & Co. KG  
Münchholzhäuser Str. 1a · 35582 Wetzlar  
Tel. +49 (0) 6 41 / 6 86 94-0 · Fax +49 (0) 6 41 / 6 86 94-10  
[info@hsg-wetzlar.de](mailto:info@hsg-wetzlar.de) · [www.hsg-wetzlar.de](http://www.hsg-wetzlar.de)  
Sitz: Wetzlar-Dutenhofen  
Registergericht Wetzlar · HRA 4006

Haftende Gesellschafterin:  
HSG Wetzlar Handball-Bundesliga  
Verwaltungs- u. Beteiligungsges. mbH  
35582 Wetzlar  
Sitz: Wetzlar-Dutenhofen  
Registergericht Wetzlar · HRB 2482

Geschäftsführer der  
haftenden Gesellschafterin:  
Axel Geerken  
Vorsitzender des Aufsichtsrats:  
Hardo Reimann

Bankverbindungen:  
Sparkasse Wetzlar  
BLZ: 515 500 35  
Kto-Nr.: 31 00 46 66  
Volksbank Wetzlar-Weilburg  
BLZ: 515 602 31  
Kto-Nr.: 382 29 07



1997 DHB-Pokal-Vizemeister  
1998 Vize-Europapokalsieger  
2001 DHB-Pokal-Vizemeister



Press release from HSG Wetzlar dated 20. July 2009

**first art agency profile:**

As a full service communications agency, first art has been supporting well-known international companies and brands for over 14 years – from moulding strategy, branding and corporate design to implementing concepts across all channels of communication. The agency's core area of expertise centres on communicating products and services which require explanation. first art is committed to providing creative integrated solutions and eye-catching design of the highest order. The agency also conceives corporate designs, which give customers and their services a clear-cut, striking appearance and an unmistakable profile.



Co-Sponsoren



> first art Werbeagentur

**first art Werbeagentur GmbH**

Georg-Philipp-Gail-Straße 8  
D-35394 Gießen  
Phone: +49 (0) 6 41. 9 79 77 00  
Fax: +49 (0) 6 41. 9 79 77 10  
ISDN.Leo: Tel.: +49 (0) 6 41. 9 79 77 20  
E-Mail: info@first-art.de  
Internet: www.first-art.de

**Ticket-Hotline: 06 41 / 6 86 94-66 · ticket@hsg-wetzlar.de**

HSG Wetzlar Handball-Bundesliga  
Spielbetriebs GmbH & Co. KG  
Münchholzhäuser Str. 1a · 35582 Wetzlar  
Tel. +49 (0) 6 41 / 6 86 94-0 · Fax +49 (0) 6 41 / 6 86 94-10  
info@hsg-wetzlar.de · www.hsg-wetzlar.de  
Sitz: Wetzlar-Dutenhofen  
Registergericht Wetzlar · HRA 4006

Haftende Gesellschafterin:  
HSG Wetzlar Handball-Bundesliga  
Verwaltungs- u. Beteiligungsges. mbH  
35582 Wetzlar  
Sitz: Wetzlar-Dutenhofen  
Registergericht Wetzlar · HRB 2482

Geschäftsführer der  
haftenden Gesellschafterin:  
Axel Geerken  
Vorsitzender des Aufsichtsrats:  
Hardo Reimann

Bankverbindungen:  
Sparkasse Wetzlar  
BLZ: 515 500 35  
Kto-Nr.: 31 00 46 66  
Volksbank Wetzlar-Weilburg  
BLZ: 515 602 31  
Kto-Nr.: 382 29 07