



PRESS RELEASE

15.12.2018

ISTAF and Golazo Group agree Strategic Partnership: “We want to make Athletics more attractive”

BERLIN. New partner for Germany’s oldest and biggest athletics meeting: the Golazo Group and TOP Sportevents GmbH, which organizes ISTAF, the international stadium meeting which was founded in 1921, and ISTAF INDOOR, established in 2014, are to join forces with immediate effect.

This strategic partnership combines the strengths of two experts in the field of innovative athletics events. The Golazo Group organizes numerous athletics events in Belgium, France, Germany and the Netherlands, including meetings in Brussels (Diamond League) and Liege, the Night of Athletics in Heusden-Zolder in Belgium as well as Cross Country races and Marathons in Rotterdam, Brussels, Düsseldorf and other European Cities. At the head of the Golazo Group is the former Belgian international athlete and Olympian Bob Verbeeck.

Henceforth Golazo will be a partner of TOP Sportevents GmbH, which organizes ISTAF and ISTAF INDOOR. Martin Seeber will continue to lead TOP Sportevents GmbH as well as being head of TOP Sportmarketing Berlin GmbH in addition to his role as meeting director of both ISTAF and ISTAF INDOOR.

Bob Verbeeck: “ISTAF has many aspects in common with our meeting in Brussels. It is also a meeting with great tradition, taking place in a unique stadium with fantastic fans. The best athletes in the world compete alongside national contenders and young talent on the rise. We are delighted that ISTAF and ISTAF INDOOR are now part of the Golazo family.”

Martin Seeber: “Just like ISTAF and ISTAF INDOOR, Golazo stands for innovation and modern presentation of athletics. With this partnership we will strengthen the standing of Berlin as a venue for athletics as well as further developing ISTAF and ISTAF INDOOR to make them even better for the future. ISTAF remains a strong Berlin event with deep roots in Berlin and with strong regional partners. The close cooperation with Bob Verbeeck and his Golazo group is to create a synergy in marketing, raise the international level and further develop the sport’s presentation. Together we are stronger – together we will make athletics more attractive!”

Golazo Group – www.golazo.com

ISTAF Indoor, Friday 1 February 2019 – www.istaf-indoor.de

ISTAF Berlin, Sunday 1 September 2019 – www.istaf.de





If you would like further information, logos and picture material or have questions concerning this press release, please contact:

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