

we'29

GERMANY
CANDIDATE FOR
UEFA WOMEN'S
EURO 2029

TOGETHER WE RISE



GERMAN FOOTBALL ASSOCIATION
BID TO HOST UEFA WOMEN'S EURO 2029

we'29

LEGAL NOTICE

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OUR COMMITMENT TO YOU

DEAR EUROPEAN FOOTBALL FAMILY,

Germany's ambition to host the UEFA Women's EURO 2029 is about more than one tournament. It is a celebration of progress, passion and potential.

Our goal is to create a tournament that lifts the women's game in every corner of Europe, with world-class venues, expansive revenue-generation, and extended knowledge-exchange opportunities. We will leave no country behind.

The growth of women's football to date has been remarkable. Now, we believe it is the moment to take it to the next level and give it the platform it deserves.

With your support, we will deliver a tournament that inspires millions. That creates a truly sustainable ecosystem for women's football. That drives real change.

Together WE will rise!

Bernd Neuendorf
President
German Football Association

Heike Ullrich
General Secretary
German Football Association

Hans-Joachim Watzke
First Vice President
German Football Association

A VITAL TIME FOR WOMEN'S FOOTBALL IN EUROPE





Women's football in Europe is growing like never before. Now, we must continue this momentum to fulfil our true potential.

UEFA's Unstoppable strategy has set a series of ambitious goals to reach by 2030, all leading to the development of a sustainable ecosystem for women's football.

To achieve these goals, European women's football needs a UEFA Women's EURO 2029 that sets new standards for unity, prosperity and lasting progress.



TOGETHER WE RISE

The UEFA Women's EURO 2029 in Germany will be a platform of excellence for women's football – delivering the **biggest stage, the highest standards, and the boldest commitments** to growth, leadership, and long-term legacy.

With a proven track record of hosting high-profile international events, Germany knows what it takes to deliver world-class tournaments in a sustainable manner – for players, fans, and football leaders alike.

Now, we're ready to channel that experience into a new ambition: to establish the UEFA Women's EURO as the best women's football tournament in the world.



AS ONE FOOTBALL FAMILY

The WE'29 Vision – 'Together WE Rise' reflects Germany's core belief: that the future of women's football in Europe must be built in solidarity, with all UEFA National Associations rising together.

Through close collaboration and teamwork, we will collectively expand our opportunities, elevate our standards, and accelerate the growth of women's football across the continent.

- Record revenues and long-term commercial value for UEFA
- Elite conditions and development for the women's game
- Unprecedented visibility, inclusion, and empowerment for women's football





Germany will provide the biggest stage women's football has ever seen – not just in size, but in opportunity.

With world-class infrastructure, an accessible location, and an incredible passion for the game, the UEFA Women's EURO 2029 in Germany will break attendance records and attract new investment from the commercial sector.

Our aim? To deliver the **first-ever financial profit for the tournament** – creating expanded revenue sharing opportunities for all UEFA National Associations, powering the next era of women's football.

- Over 1 million tickets projected to be sold
- Backed by strong financial commitments from all Host Cities
- Engagement from strong commercial sector



A TOURNAMENT BUILT FOR COMMERCIAL SUCCESS





A NATION READY TO ROAR

Football is part of Germany's DNA. With our established women's football culture and deep-rooted national support for the game, our host cities and stadiums are **ready to welcome the world** – delivering the highest attended UEFA Women's EURO in history.

By combining a strong domestic demand for tickets, extensive transportation options for visitors across Europe, and fan-friendly host cities, this tournament will create a unique celebration of women's football.

- **More than 8 million DFB members – including 1.5 million women and girls**
- **14.2 million Germany TV audience for Germany's UEFA Women's EURO Semi-Final**
- **15 million people aged 18 and older in Germany agreed they'd like to attend matches of the tournament***
- **Direct rail options to 12 countries helping to create an accessible tournament for all of Europe to attend**

Note on Projection:

An estimated 15 million Germans would attend a UEFA Women's EURO 2029 match in Germany, according to a representative survey. In response to question DFB_6, 22% of participants stated they would "rather yes" or "definitely yes" attend such an event.

**Source | YouGov 07/2025 | The data for this survey is based on online interviews. A total of 2,032 individuals were surveyed between July 28 and July 30, 2025. The findings are representative of the adult population (18+) residing in Germany.*





46,044
spectators



COLOGNE
RHEINENERGIESTADION



EIGHT ICONIC STADIUMS. EIGHT UNFORGETTABLE STAGES.

Following a highly competitive selection process, eight world-class stadiums and host cities have been chosen to deliver a truly exceptional tournament – on and off the pitch.

DÜSSELDORF

MERKUR SPIEL-ARENA

50,911

spectators



66,099

spectators



DORTMUND

SIGNAL IDUNA PARK

50,500
spectators

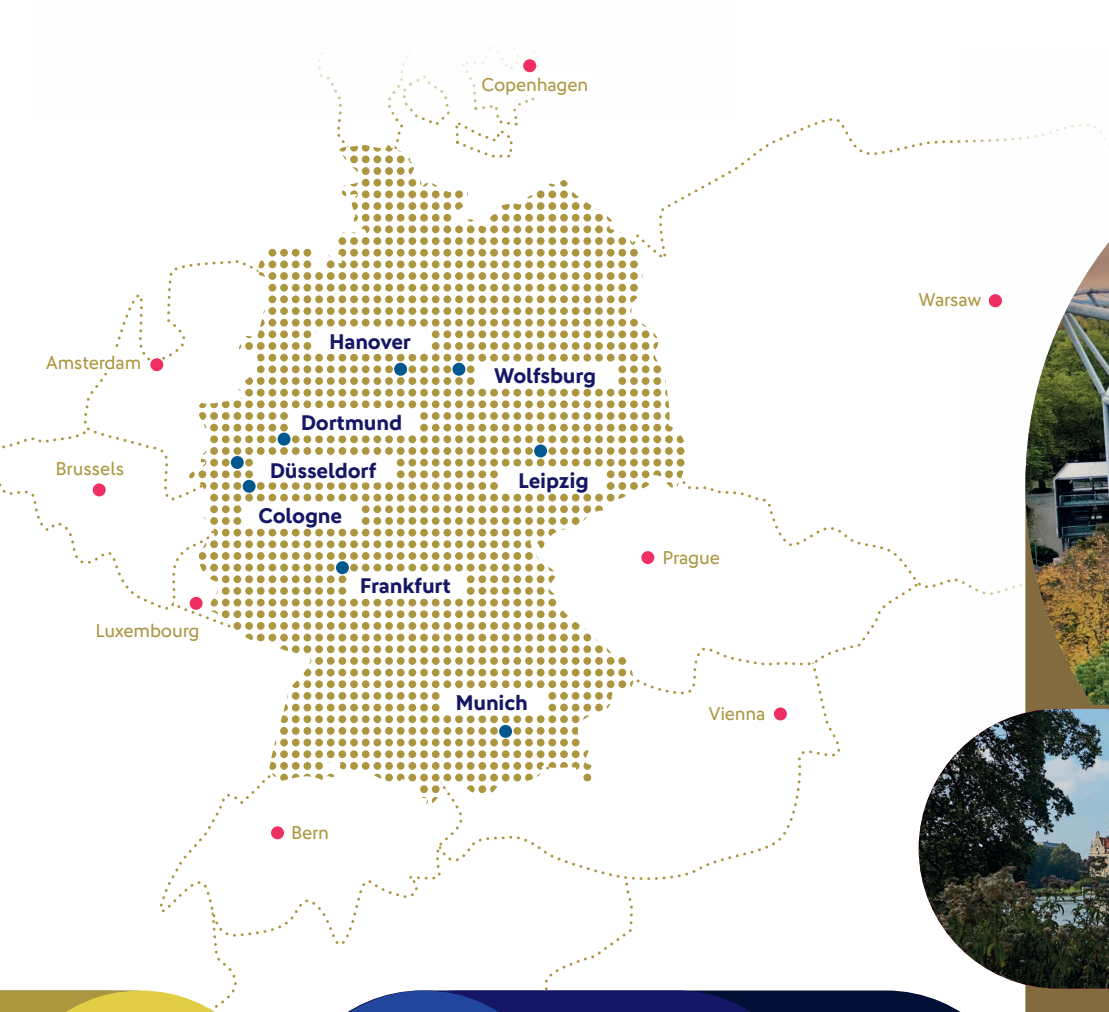


FRANKFURT

DEUTSCHE BANK PARK

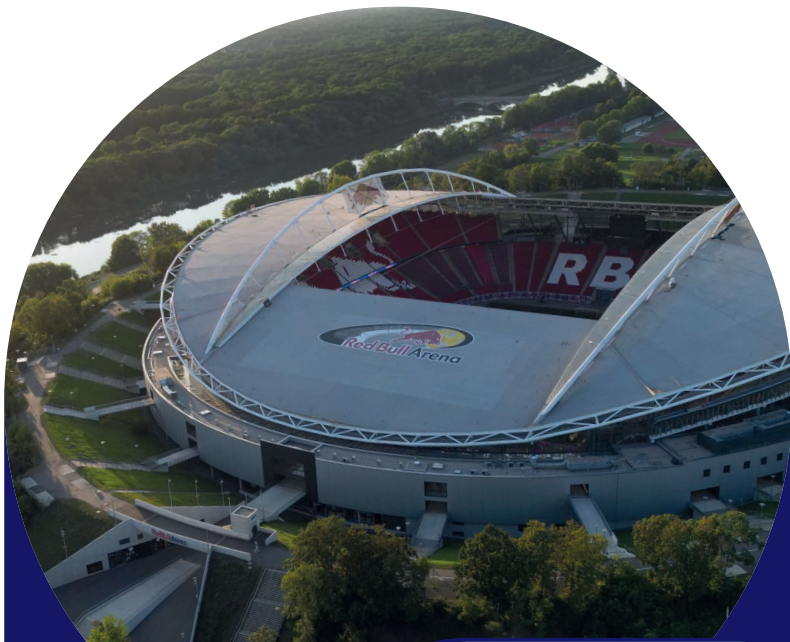


Paris ●



44,756
spectators

HANOVER
HEINZ VON HEIDEN ARENA



41,193

spectators

LEIPZIG

RED BULL ARENA



69,901

spectators



MUNICH

ALLIANZ ARENA



WOLFSBURG

VOLKSWAGEN ARENA



26,146
spectators





FUELLED BY HISTORY. DRIVEN BY PROGRESS.

From our historic success at both the UEFA Women's Championship and FIFA Women's World Cup, to the continued growth of the Women's Bundesliga – Germany has consistently helped to shape the development of the women's game.

While the foundations are strong, **the journey is far from over.** Women's football holds enormous untapped potential – and we are determined to help realise it, for the benefit of all of Europe.



RAISING THE GAME. FOR EVERY TEAM.

We will use the UEFA Women's EURO 2029 to serve as a learning platform, working with all UEFA National Associations to **share knowledge, ideas, and inspiration** to grow the women's game across Europe.

- Elite training and matchday environments for every team
- Knowledge-sharing programmes tailored to all UEFA National Association needs
- A legacy of development, performance, and progress



The UEFA Women's EURO 2029 in Germany will be more than a tournament. It will be a bold step forward for women's football – **expanding visibility, growing a diverse fanbase, and building a sustainable pipeline of female leaders** across European football.

This will be a UEFA Women's EURO where ambition meets action, and where every UEFA nation benefits from a legacy that extends far beyond the final whistle.

- **Record-breaking media reach across Europe**
- **Inclusive, tailored fan engagement**
- **Leadership programmes for women in football**
- **A spirit of collaboration and belonging for all**

Through these pillars – and many more – the tournament will serve as a catalyst for broader social change towards a more inclusive and equitable society across Europe.

A LEGACY TO LIFT US ALL





BECAUSE TOGETHER WE GO FURTHER

Our commitment to promoting women in football and growing women's football together is already making an impact.

We recently celebrated the sixth edition of our Future Leaders in Football (FLF) programme – an initiative that aims to encourage **knowledge-sharing and relationship-building** among emerging young leaders from UEFA National Associations and beyond. FLF 2025 welcomed more than 25 female leaders of the future to do just this.

But this is only the beginning. Before, during, and beyond UEFA Women's EURO 2029, we will expand our collaborative initiatives to unite all UEFA National Associations under a powerful spotlight on women's football and women in football – fostering collaboration, innovation, and collective growth.



UNFORGETTABLE FOOTBALL. ENDURING SUSTAINABILITY.

The UEFA Women's EURO 2029 has the opportunity to set new standards for the sustainable hosting of major events. In line with UEFA's sustainability strategy, Strength Through Unity, we will ensure that the impact of Germany's hosting would be felt not just domestically, but across Europe.

Germany's hosting of UEFA EURO 2024 helped to raise the bar for sustainable events, with great collaboration between UEFA, the DFB, government and host cities, achieving new breakthroughs in environmental, social and governance standards.

By combining this experience with the tremendous potential of women's football, now is the time to demand more sustainability and achieve it. Now is the time to raise the bar further.





WORLD-
CLASS
STADIUMS



ELITE
TRAINING
FACILITIES

PASSIONATE
FANBASES



TOGETHER
WE RISE



FUTURE LEADERS IN FOOTBALL
Building Leadership Competencies to
Drive Impact in Sport and Society

LEADERSHIP-
PROGRAMS

ACCESSIBLE
TO ALL OF
EUROPE

1 MILLION
FANS



EFFICIENT
TRANSPOR-
TATION

SUSTAIN-
ABILITY IN
ACTION



LEGACY
FOR ALL



ICONIC
HOST
CITIES

we'29

GERMANY
CANDIDATE FOR UEFA WOMEN'S EURO 2029



DEUTSCHER
FUSSBALL-BUND

