

# Sponsorship activities

We conduct our sponsorship activities in accordance with the sponsorship rules and directions adopted by the LOTOS Group, and in line with the Group's corporate social responsibility strategy. Cooperation with beneficiaries is pursued primarily in Poland, in towns and provinces where the LOTOS Group companies are headquartered or trade. **We provide sponsorship support to various initiatives and events, primarily in the area of sports, culture, and art.**

## LOTOS as the major sponsor of the Polish national football team

Drawing on our long-standing experience in sports sponsorship, in 2015 we made a decision, with a full sense of responsibility for what that entails, to become the Main Sponsor of the national football team. For us, it is a grand, ambitious and emotionally significant undertaking, because we realize that our national team, its attitude and success engage all Polish people and positively reflect on the LOTOS brand. We are very proud that in June this year, the Polish football team achieved a historical result during the European Football Championship 2016, entering the top eight of the European teams.

Grupa LOTOS signed a sponsorship contract with the Polish Football Association on at the National Stadium in Warsaw, on February 17th 2015. The contract will continue in force until December 31st 2018, with priority given to Grupa LOTOS after its expiry.

As part of our cooperation with the Polish Football Association, we obtained the right to use the title of the Main Sponsor of the Polish National Football Team and to use the official logotype of the Polish national football team in our marketing materials. The contract guarantees display of the LOTOS logotype on the team's training kits. The LOTOS logo will also be displayed on advertising boards during the national team's home matches. The Grupa LOTOS logotype will also appear in the central place of sponsorship boards during press conferences, on the Polish Football Association's website, on tickets, and in football programmes.

Our commitment to football, a discipline so close to Polish people's hearts, is further corroborated by our decision to include Poland's national Under-21 football team in the sponsorship package.

## What else do we do for Polish sports?

- Grupa LOTOS is a strategic partner of the LOTOS Rally Team, featuring racing drivers Kajetan Kajetanowicz and Jarosław Baran. [More information](#)
- Grupa LOTOS is the title sponsor of the Polish volleyball club LOTOS Trefl Gdańsk. [More information](#)

For more examples of Grupa LOTOS' sponsorship activities, see:

[Sponsorship activities](#)

