



ULI HOENESS. 60 YEARS. MANAGER. MOVER. MAN.

60

years: celebrating a birthday and honoring a lifetime's achievement

475

guests in the Postpalast, Munich

6

weeks until the event

A birthday celebration living up to Uli Hoeneß' motto „Nothing is impossible!“ was the brief for a party to celebrate his 60th birthday on January 13, 2012. Event partner FC Bayern Tours were tasked at short notice with organizing an event that would be an unforgettable experience for him as well as his guests, and that would bear the hallmark of FC Bayern Munich. Uli Hoeneß received a standing ovation from guests and the press to mark a trio of his strengths: as manager, mover and man.

Although the overarching aim was to celebrate Uli Hoeneß' 60 years, the spotlight was mainly on the last ten years of his work. After his 50th, the „Golden Jubilee“, this called for a celebration that was fresh and unique, even though many themes and much of the content had already been used for that previous party.

The birthday slogan

„Uli Hoeneß. 60 years. Manager. Mover. Man.“

set the tone: personal, insightful and with the human touch – a celebration blending glamour and informality; a „FC Bayern Munich family gathering“ among friends.

The Postpalast, recently converted into an Allianz Arena, was at the heart of the event, as it had played a key role in shaping Uli Hoeneß over the last ten years. Projecting large images from the Arena stands in the Inner Circle area of the Postpalast made guests feel that they were dining right there on the Allianz football pitch throughout the event.

The highlights

- Welcome by a group of alphorn players
- Stadium atmosphere, including loudspeaker announcements by stadium announcer Stephan Lehmann
- Power Percussion by drumming fans
- Opulent four-course meal from Feinkost Käfer
- Showpiece performances, including a Beatles tribute band
- Hosted by Thomas Gottschalk with one-on-one discussions on the legendary rattan sofas, just like in Hoeneß' office
- Tribute from Karl-Heinz Rummenigge
- Citizens' Order Of Merit of the Free State of Bavaria for Hoeneß by Minister President Seehofer
- The de rigueur Bayern scarf for every guest; Hoeneß would never be seen in a stadium without one



A MATCHLESS BIRTHDAY CELEBRATION WITH A STADIUM FEEL

Expectations were high, as record holders FC Bayern Munich wanted to throw an unforgettable birthday party in honor of Uli Hoenes. The fact that an event with this level of public attention ended in standing ovations from guests and the press proves it was a huge success. The fact that the three-pronged slogan „Manager. Mover. Man.“ received so much positive feedback in the media, and touched an overwhelmed Uli Hoenes, underlines the originality and professionalism that set the perfect tone for the event.

Services at a glance

- Handling all the creative services: including the overall concept, creative supervision, graphics/layouts, film and audio-technical applications/sound collages, text for the host and stadium speaker, stage production, testing
- Coordinating a proven network of service providers, including graphics and design teams, lighting and sound specialists, stage designers, decorators, caterers, logistics specialists
- Managing artists and performers
- Responsibility for setting up and taking down seating and decoration, printed goods, technology, staging
- Planning and coordinating hosts, security and incorporating FC Bayern Munich sponsors
- Obtaining and evaluating quotes, negotiating the best possible terms
- Handling billing for customers and service providers
- Setting up and manning an on-site organizational office (round the clock)



„Well, I've seen a lot of things in my time – but today was really something!
Double congratulations from me: for the birthday boy, but also for your superb event people, who've really done an amazing job!“

Helmut Markwort,
Journalist and media manager (2012)

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