



Press Release | 1 October 2026

Generali becomes new title partner of the BERLIN-MARATHON



- New title partnership from 1 October 2026
- First GENERALI BERLIN-MARATHON set for 26 September 2027
- Registration open from today
- RTL secures exclusive broadcast rights package through 2029

A new chapter unfolds for one of the world's most prestigious running events: Generali Deutschland AG is set to become the title partner of the BERLIN-MARATHON from 1 October 2026. The partnership was unveiled today in Berlin at the REGISTRATION RUN at the iconic Brandenburg Gate. The first GENERALI BERLIN-MARATHON will take to the streets on 26 September 2027.

Just days after Berlin hosted a sensational celebration of running – welcoming over 86,000 elite and recreational athletes from 162 nations, alongside an estimated 1.2 million spectators lining the course – the spotlight turns to the future and a exciting new era for Generali and organizers SCC EVENTS.

With the title partnership, the two companies are taking their long-standing collaboration to the next level. Since 2019, the GENERALI BERLIN HALF MARATHON has carried the insurer's name. In recent

years, the partnership has expanded to include further events for different age groups and performance levels, including the GENERALI 5K and the mini-MARATHON presented by GENERALI.

Jürgen Lock, CEO of SCC EVENTS, said: "Generali and SCC EVENTS share common values and a mutual understanding of the impact sport can have on individuals and society as a whole. Our partnership has developed over many years; through the GENERALI BERLIN HALF MARATHON, the GENERALI 5K, and the mini-MARATHON presented by GENERALI, we have built a deep connection and tremendous mutual trust over the past decade. We are therefore all the more delighted to now extend this partnership to the GENERALI BERLIN-MARATHON. We are convinced that together we can make an even greater impact – far beyond running."

Stefan Lehmann, CEO of Generali Deutschland AG: "People need more physical activity. A lack of physical activity is one of the major health and societal challenges of our time. Sport is one of the few social forces that promotes health whilst also bringing people together across social, cultural and generational boundaries. Through our 'Ecosystem Sport', we have been committed for many years to getting more people active, in both elite and grassroots sport. The partnership with SCC EVENTS and the GENERALI BERLIN MARATHON is a significant step for us in further expanding this commitment and sustainably strengthening sport's contribution to society."

As part of its "Sport Ecosystem" initiative, Generali Deutschland focuses on physical activity, a health-conscious lifestyle, and mental toughness. Through this holistic "Sport Ecosystem" approach, Generali Deutschland has been committed to sports promotion for many years across both grassroots and elite athletics – motivating people to embrace a healthy lifestyle, strengthening communities, and shaping the future. By collaborating with sports federations, event organisers, and clubs, the company creates and supports platforms where people can actively participate in and experience sport together. The GENERALI BERLIN-MARATHON takes this approach to an international stage: combining world-class elite athletic performance with the personal goals of tens of thousands of participants, uniting global visibility with deep local roots, and creating a powerful platform for community engagement.

As part of the Abbott World Marathon Majors, the BERLIN-MARATHON belongs to the world's premier series of marathon events. Moving forward, the GENERALI BERLIN-MARATHON will continue to bring together the international elite, more than 50,000 runners from across the globe, and millions of passionate spectators, delivering a world-class stage for endurance running. A staggering 13 world records have been set on Berlin's fast course – more than at any other marathon.

Beyond athletics, the BERLIN-MARATHON serves as a major economic catalyst for Berlin. A host city economic [impact study](#) conducted by Nielsen Sports on behalf of SCC EVENTS revealed that the 2024 event generated approximately €469 million in added economic value.

RTL to broadcast the GENERALI BERLIN-MARATHON through to 2029

RTL Deutschland also continues to champion the immense appeal of endurance sports, having secured an exclusive media rights package running through to 2029. As a result, the GENERALI BERLIN-MARATHON will continue to be broadcast live on RTL and streamed on RTL+.

Registration now open for 2027

With today's REGISTRATION RUN on 1 October, the next chapter officially begins for runners: anyone wishing to line up at the inaugural GENERALI BERLIN-MARATHON in 2027 can register for a starting place from today.

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Registration opens for GENERALI BERLIN-MARATHON 2027 – launched by Stefan Lehmann, CEO of Generali Deutschland AG; Gabi Freytag, Head of the Sports Department at Berlin's Senate Department for Interior and Sport; Christian Jost, CEO of SCC EVENTS; Giulio Terzariol, Direttore Generale – Group Deputy CEO; and Jürgen Lock, CEO of SCC EVENTS.

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Start of the Registration Run for the GENERALI BERLIN-MARATHON 2027.

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Stefan Lehmann, Chief Executive Officer of Generali Deutschland AG and Jürgen Lock, CEO of SCC EVENTS.

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Video footage covering the announcement of the new main partnership.

QUOTE FOOTAGE

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The GENERALI BERLIN-MARATHON is an event of SCC Berlin, organised by SCC EVENTS.



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