

BRITA becomes multi-year Co-Sponsor and Hydration Partner of the BMW BERLIN-MARATHON

- As hydration partner, BRITA makes a significant contribution to a sustainable event
- Strava challenge in April to warm up and win a race entry
- BMW BERLIN-MARATHON as a crowd magnet and sporting highlight for athletes worldwide

Taunusstein / Berlin, March 31, 2026 – The BRITA Group is entering into a multi-year partnership with the BMW BERLIN-MARATHON and will become co-sponsor of the race from 2026, as well as partner of the MARATHON EXPO. With this commitment, the family-owned company based in Taunusstein, Germany, lives up to its brand promise “Drink better. Do better.” and makes a meaningful contribution to increasing the sustainability of one of the world’s most renowned running events.

To significantly further reduce the number of plastic cups handed out to athletes, BRITA will contribute its expertise in a comprehensive way: enhanced refill stations will be installed along the course, enabling runners to refill their packs, bottles and belts. Together with the event organizer SCC EVENTS, BRITA will measure and assess the total volume of water refilled.

BRITA will also provide water off the course: for the first time, visitors to the MARATHON EXPO will be offered free filtered drinking water. This will substantially reduce the demand for single-use plastic bottles.

“We are proud to become a partner of the BMW BERLIN-MARATHON. Together, we want to make the event more sustainable and show how BRITA brings responsibility and a modern drinking-water lifestyle into the running world”, says Markus Hankammer, CEO of the BRITA Group. Through this partnership, BRITA makes its brand values – clarity, responsibility and conscious hydration – visible at one of the world’s most important running events, Hankammer adds.

BRITA has already demonstrated the impact sustainable hydration can have in another sport: through its partnership with LTA Tennis in Great Britain, the company provided drinking water via refill stations and saved almost 500,000 plastic bottles.

Strava challenge: warm up and win race entries

To kick off the marathon season, BRITA is launching its own challenge on the popular fitness platform Strava. Anyone who takes part in the “BRITA – OWN YOUR CLARITY Challenge” and runs a total of 42 kilometers in April 2026 will have the chance to win one of ten race entries for the BMW BERLIN-MARATHON. In addition, ten limited-edition STRAVA x BRITA LARQ Essential bottles will be raffled off. Beyond that, the platform will serve as a space for community building and warming up for the marathon at the end of September.

The BMW BERLIN-MARATHON is one of the largest and fastest marathon races worldwide. In 2025, the event hosted more than 55,000 runners from 160 nations, around 120,000 visitors at the EXPO and more than one million spectators along the course. BRITA will use this platform going forward to make sustainable hydration even more tangible for the running community.

Quote Maren Huth, Vice President Global Brand Strategy:

“Globally, our sports sponsorship activities focus on running – because it is a perfect fit for our brand. With its low entry barrier, running offers millions of people a moment of clarity. This reflects our ambition in dealing with the resource water: conscious, and sustainable. That is why the BMW BERLIN-MARATHON becomes a stage for wellbeing and real impact for us.”

Quote Christian Jost, Managing Director SCC EVENTS:

“The BMW BERLIN-MARATHON connects people from all over the world – while also standing for responsibility towards the environment and society. With BRITA, we have a partner at our side who shares our values and, together with us, is setting new standards for sustainable hydration in running.”

About BRITA

The BRITA Group is one of the world’s leading companies in drinking water optimization. Founded in 1966, the family-owned company is headquartered in Taunusstein near Wiesbaden, Germany, and is managed in its second generation by CEO Markus Hankammer. In the 2024 financial year, BRITA generated revenues of EUR 727 million and employs more than 2,400 people worldwide, around 1,300 of them in Germany.

BRITA operates in 70 countries across all five continents through 27 national and international subsidiaries as well as sales partners, industrial partners and joint ventures. Five production sites in Germany, Great Britain, Italy and China ensure global supply.

Sustainability is one of three equally important performance indicators alongside revenue and profit. With its proprietary Planet Contribution, BRITA measures the environmental impact of its products every year. In 2025 alone, BRITA products helped save 6.1 billion single-use plastic bottles worldwide.

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