



Jägermeister Opens Fifth Annual SAVE THE NIGHT Fund Following Record Global Demand for Nightlife Innovation

Applications have quadrupled since 2022 as Jägermeister continues investing in the future of safer, more inclusive and more sustainable nightlife

2026 Global Applications Open 21 October at <https://eu.jagermeister.com/pages/save-the-night>

Wolfenbüttel, October 21 – Today, **Jägermeister announces the opening of its annual SAVE THE NIGHT Fund**, with **€156,000** available to support bold ideas that drive positive change across nightlife cultures worldwide. Now in its fifth year, the Fund continues Jägermeister's commitment to supporting the next generation of nightlife innovation. Applications open 21 October and will be accepted until 1 December 23:59 CET via <https://eu.jagermeister.com/pages/save-the-night>.

Since 2022, demand for the SAVE THE NIGHT Fund has grown more than fourfold, from 219 applications to nearly 1,000 in 2025, spanning 62 countries, while the Fund itself has grown from €50,000 to €156,000. That growth reflects both the continued appetite for new ideas and the evolving challenges facing nightlife. As the Fund enters its fifth year, Jägermeister is looking beyond what has already been built to invest in the people and ideas shaping what comes next.

The 2026 Fund supports projects addressing some of the key challenges and opportunities shaping nightlife today, informed by Jägermeister's ongoing research and insights from the SAVE THE NIGHT Advisory Board. The Fund focuses on six areas identified as particularly important to the future of nightlife: **diversity, accessibility, community, safety, environmental sustainability** and **responsible consumption**. Open to individuals, collectives and organizations of legal drinking age worldwide, the Fund is designed to help bold ideas move from concept to action.

"Nightlife has always reinvented itself, with every generation bringing new spaces, new communities and new ways of coming together," said Kea Kleihauer, Senior Global Culture & Experiential Marketing Manager, Mast-Jägermeister SE. "What's inspiring is seeing people around the world respond to the challenges facing nightlife with creativity, resilience and new ideas. "Through the SAVE THE NIGHT Fund, we want to help those ideas grow, reach more people and create lasting impact."

Support from Jägermeister goes beyond financial investment. Fund winners will also participate in a tailored mentorship program, gaining access to leading voices across nightlife, creative industries and sustainability. Through strategic guidance, expertise and visibility, the program is

designed to help projects build momentum and create lasting impact.

The lasting impact of the Fund can be seen in the continued growth of past winning projects. 2024 winner **Wings 4 Wheels (Bogotá, Colombia)** launched its *Accessibility Toolkit* in 2026, a free guide helping nightlife venues improve accessibility for people with reduced mobility, and implemented accessibility improvements at Kinder, one of Colombia's largest nightlife venues. 2023 winner **Studio Can-V (Nairobi, Kenya)** has continued to expand its sustainable mobile sound studio, supporting more than five hundred emerging and local artists to-date. Founders Juan Pablo Roa of Wings 4 Wheels and Jesse Mwenda of Studio Can-V have also continued their work with Jägermeister as brand ambassadors, extending their collaboration beyond the Fund and helping carry their projects' impact forward.

"Growing up with a father who uses a wheelchair, I witnessed firsthand how accessibility barriers can exclude people from everyday experiences," said Juan Roa, Founder of Wings for Wheels and 2024 SAVE THE NIGHT Fund winner. "I wanted to help make nightlife more accessible, but turning an idea into reality takes more than passion. Through Jägermeister's SAVE THE NIGHT Fund, we received not only funding, but also mentorship and guidance that helped us bring our vision to life. Accessibility isn't a favor, it's a right, and we're proud to be helping create a nightlife culture where more people feel welcome and included."

Applications for the 2026 SAVE THE NIGHT Fund will be reviewed by the SAVE THE NIGHT Advisory Board of cultural changemakers: **Alejandra Gómez Quintero** (Monte Olimpa, Bogotá); **Diana Alagić** (Tresor, Berlin); **Jorge Nieto** (fabric, London); and **Stacy Lentz** (The Stonewall Inn and Stonewall Inn Gives Back Initiative, New York).

Applications are open worldwide 21 October through 1 December at 23:59 CET. For more information and to apply, visit <https://www.jagermeister.com/exploration/save-the-night/fund> <https://eu.jagermeister.com/pages/save-the-night>.

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About Jägermeister's SAVE THE NIGHT and Fund

SAVE THE NIGHT is Jägermeister's global platform dedicated to driving positive change in nightlife. Since 2022, the SAVE THE NIGHT Fund has provided a stage for new ideas, supported more than 1,900 applications, and brought 12 innovative projects to life. Together, these efforts are building a growing global community of changemakers and cultural leaders who are reshaping nightlife from the ground up. For more information about SAVE THE NIGHT, visit [jagermeister.com/exploration/save-the-night](https://www.jagermeister.com/exploration/save-the-night) and follow [@savethenight_jagermeister](https://twitter.com/savethenight_jagermeister).

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