





Your
opportunity
at the heart
of Swiss cycling.




TOUR DE SUISSE FANZONE ONLINE

CONNECTED TOGETHER

YOUR BENEFITS AS A PARTNER

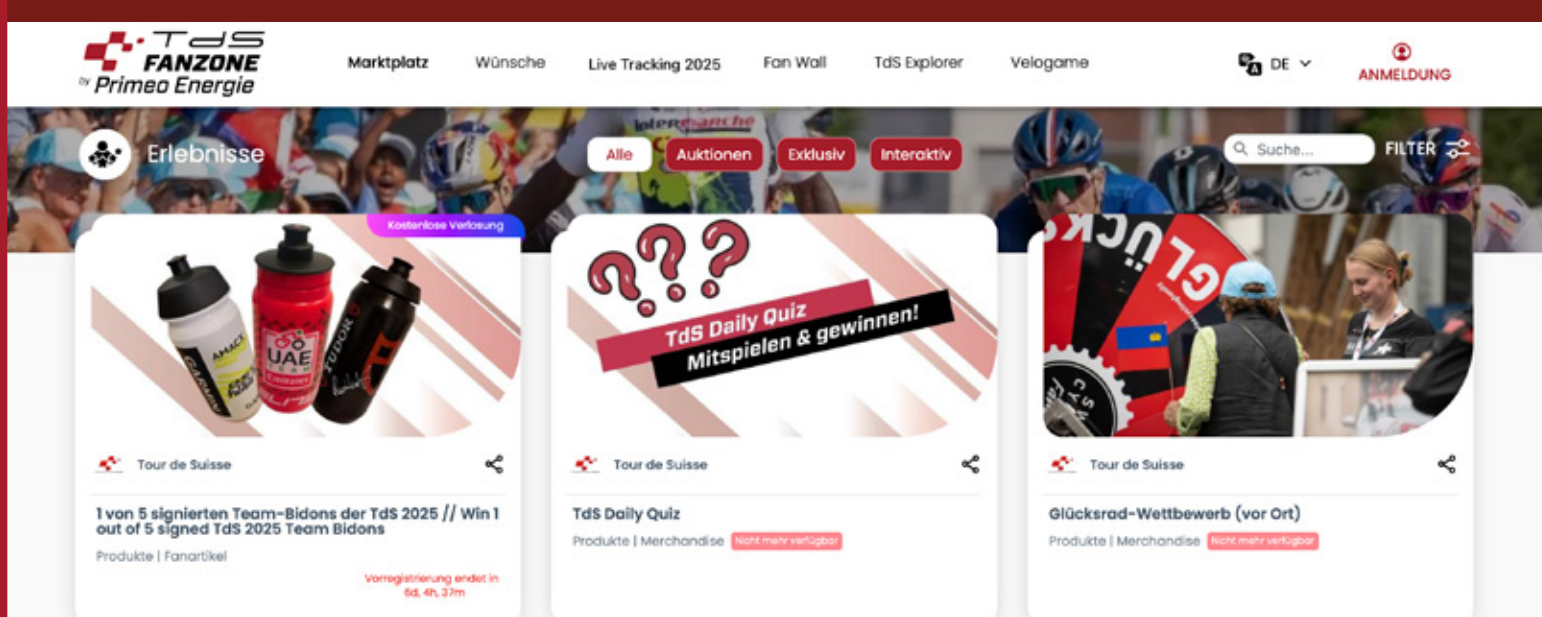
-  **Extended Brand Presence and Awareness:** Leverage the reach of the Tour de Suisse to position your brand with a sports-focused audience throughout the year – online.
-  **Exclusive Target Group Engagement:** Reach 30,000 registered users, of which 82 % are active cyclists with a high affinity for cycling events.
-  **Data-Driven Marketing Strategy:** Generate leads and gain valuable insights for targeted remarketing campaigns.
-  **Customer Engagement through Interaction:** Excite fans with raffles, quizzes, surveys, and interactive content

UNIQUE OPPORTUNITIES

-  Presence in the Fanzone: Personal interaction with potential customers and direct sales opportunities.
-  Comprehensive Support: From planning to implementation – we handle it for you.
-  Emotional Connection: Harness the fans' enthusiasm and create a lasting brand experience.

WHY THE FANZONE?

- Over 2 million impressions through social media contacts
- 610,000 reach on online channels (CH)
- 22,000 registered fans
- High contact quality: over 80 % provide complete address details
- 77,114 total participations in raffles, quizzes & more
- 11 % conversion rate
- Millennials and Gen X as the main target group



PRICES

- | | |
|--|------------|
| – Partnership on the online platform | CHF 9'900 |
| – Tent in the FanZone Village
(including water and electricity) | CHF 11'500 |
| – Combo Offer (Online & Village) | CHF 16'500 |

Become part of the Tour de Suisse Fanzone and benefit from the unique dynamics of Switzerland's largest cycling event!

Become an exhibitor during the Tour de Suisse – discover our FanZone in the TdS Village!



I WILL BE HAPPY TO ASSIST YOU
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