



Your opportunity at the heart of Swiss cycling.

TOUR DE SUISSE FANZONE

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 15,000 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?

- 2.25 million cycling enthusiasts in Switzerland
- 666 million sponsorship contacts through TdS communication channels
- 1 million spectators along the route



Tour de Suisse

Hauptverlosung TdS 2024 mit TREK E-Bike als Hauptpreis // Main raffle TdS 2024 with TREK e-bike as main prize

Produkte | Hauptgewinn

verfügbar | Vergangene

Kostenlose Verlosung

Die Registrierung endet in 9h, 12m, 18s

Anzahl von Gewinnern 3

Derzeitige Gewinnchancen: 0.99%

Kostenlos

Sponsoren & Partner

PRICING OVERVIEW

- Partnership on the online platform CHF 9,900
- Tent in the FanZone Village CHF 19,900
- Combo Offer (Online & Village) CHF 24,900 (11 days, including water and electricity)

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



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