

TOUR DE SUISSE FANZONE

Extended Brand Presence and Awareness: Leverage the reach of the Tour de Suisse to position your brand with a sports YOUR BENEFITS AS A PARTNER 0

Exclusive Target Group Engagement: Reach 15,000 registered focused audience throughout the year - online. users, of which 82% are active cyclists with a high affinity for

Data-Driven Marketing Strategy: Generate leads and gain Valuable insights for targeted remarketing campaigns.

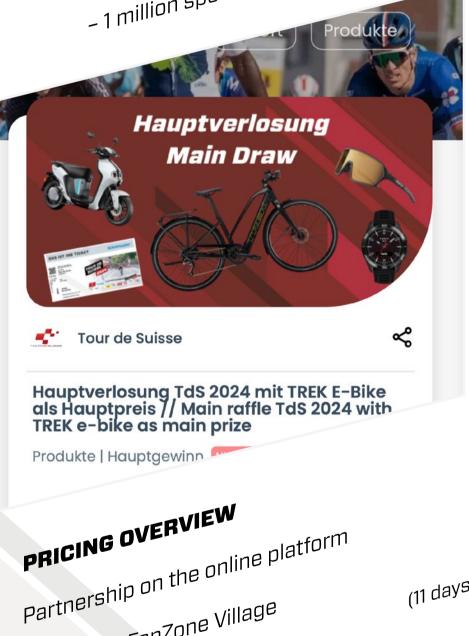
Customer Engagement through Interaction: Excite fans with raffles, quizzes, surveys, and interactive content.

Presence in the Fanzone: Personal interaction with potential UNIQUE OPPORTUNITIES

Comprehensive Support: From planning to implementation – **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

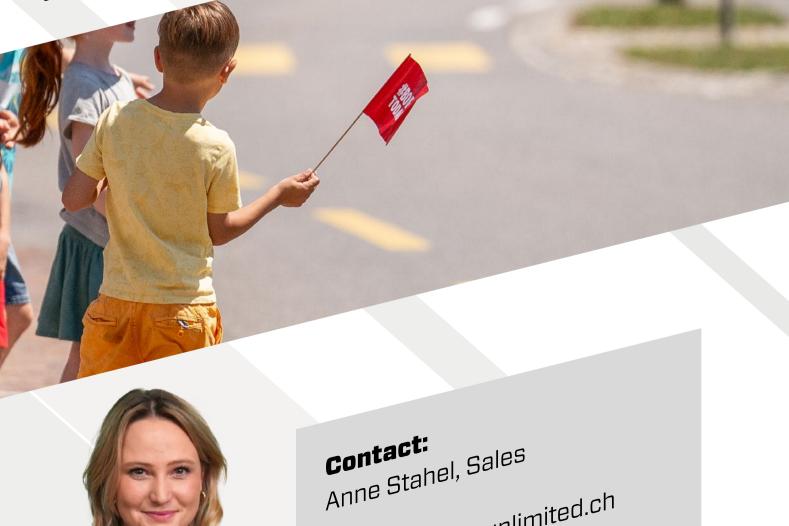




Tent in the FanZone Village

(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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www.tds.ch