



CHALLENGE 2023

PARTNERSHIP GUIDE

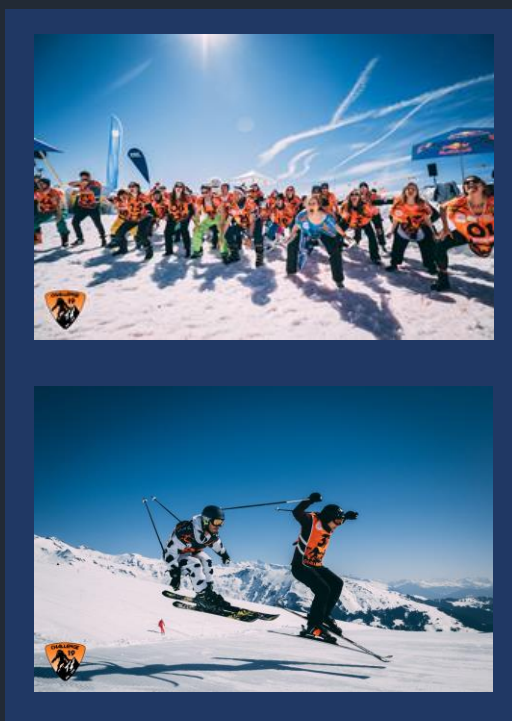




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PRESIDENTS' WORD

Dear Sir or Madam,

In March 2023, the 32nd edition of Challenge will be held. Challenge is a four-day ski and snowboard competition between the two highly renowned Swiss universities ETH Zurich and EPF Lausanne. Since day one this event has stood for pure passion and is dedicated to providing a rich experience of fair competitions, big emotions and uniting students from all fields with the help of sport.

During the event, more than 400 people from various backgrounds reunite in the magical Swiss alps to prove their skills in various disciplines, such as a slalom race or ski cross/snowboard cross, or simply to enjoy the familiar atmosphere among the organized social activities. This forms the basis for the 100 challengers that are previously selected in local competitions, to come together with Alumni's, PhD's, professors and sponsor representatives, creating a unique network and a direct connection across the Röstigraben.

We are pleased to present you the partnership guide of Challenge 2023, which gives you brief information about the history, time plan and sponsorship opportunities of the event. We cordially invite you to become partner of the Challenge 2023 and offer you individual possibilities to support us and to get into contact with our participants in a relaxed atmosphere. We are looking forward to seeing your company by our side throughout this memorable adventure!

Thank you for your interest and consideration,

Siri Rüegg

Co-President



Anna Weinfurter

Co-President



ANNA WEINFURTER

Presidency

Chemistry



SIRI RÜEGG

Presidency

Mechanical Engineering

ORGANIZING COMMITTEE



PATRICIA SCHMID
Station
Mechanical Engineering



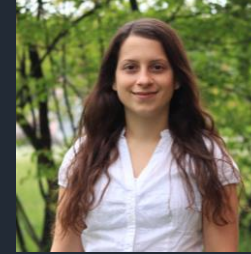
CAROLE SCHWALD
Station
Environmental Engineering



TOM HAIDINGER
Sports
Electrical Engineering



FELIX WINGHART
Sports/ Design
Mechanical Engineering



MANUELA HEINRICH
Food & Beverage
Mechanical Engineering



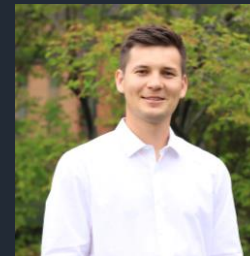
ROMAN SVOBODA
Logistics
CSE



JOEL SPRINGFELD
Sponsoring/ Design
Architecture



KATJA BOSS
Sponsoring
Biology



JOËL MEYER
Animation
Mechanical Engineering



SOPHIA SCHIBLER
Animation
Medicine



AARON ITTEN
Accueil ZH
Material Science



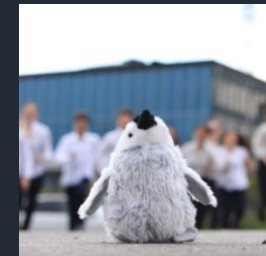
VIVIANE WOLFER
Accueil ZH
Biomedical Engineering



LUCY MAYANCE
Accueil LS
Material Science and
Engineering



ALICIA FRANKHAUSER
Accueil LS
Architecture



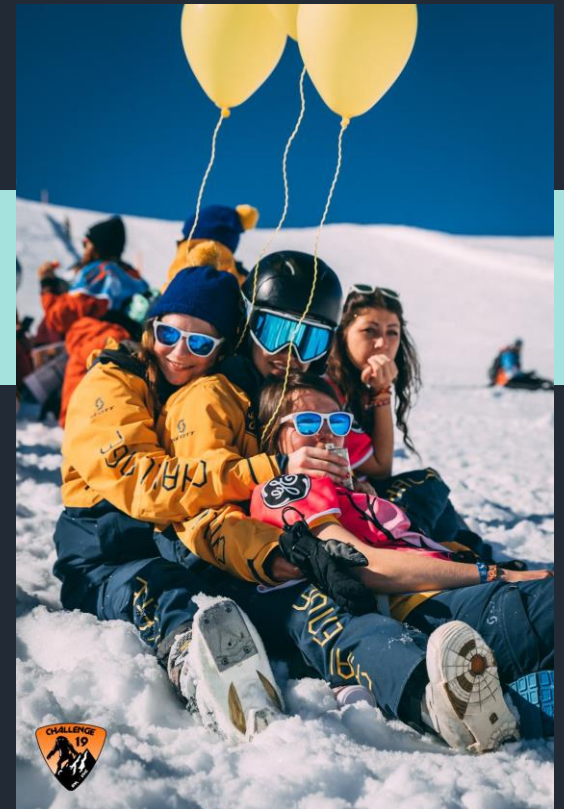
CHARLIE
Mascot & Person of Trust to
Everybody

CHALLENGE WORLD

Challenge is a ski competition between the École Polytechnique Fédérale de Lausanne (EPFL) and the Eidgenössische Technische Hochschule Zürich (ETHZ) and is held once a year. Since 1991, Challenge has gathered thousands of students from the two prestigious universities. This tremendous event has taken place in many ski resorts throughout Switzerland, with the only goal of putting sparkles in the participants' eyes and creating everlasting memories in the hearts of the future scientists.

HERE COMES CHALLENGE 2023

Challenge '23, as we refer to it, will take place in a for all participants confidential ski resort in Switzerland from March 30th to the 2nd of April 2023 and will bring together more than 400 students from both universities for a sports-filled, amicable and memorable weekend. In a relaxed atmosphere, the 100 contenders called "Challengers" will compete in various contests over four days, from slalom and ski-cross to the traditional costume contest. These Challengers, composed of 25 women and 25 men from each school, are selected in various events throughout the year before Challenge and are supported by more than 300 alumni, professors and sponsors.



TWO PRESTIGIOUS UNIVERSITIES

The two Swiss Federal Institutes of Technology are often ranked in the worldwide top ten universities. Similar in many aspects, the EPFL and the ETHZ group together over 30 000 students and PhDs and produce nearly 8000 graduates each year, with many successful spin-off companies. Each campus hosts over 130 nationalities, making the two schools amongst the most internationally represented institutions in the world.

PATRONAGE



BERNHARD RUSSI
Ski Racer



BERTRAND PICCARD
Scientist



UELI MAURER
Politician



JÜRG FRIEDLI
Swiss Snow Sports (SSSA)
Director



**PROF. DR. GÜNTHER
DISSERTORI**
ETH Rector



THOMAS BACH
IOC President

Challenge EPFL - ETHZ is supported
by the following personalities



RAMON ZENHÄUSERN
Skirennfahrer



MICHAEL HENGARTNER
President ETH Board



MATTHIAS REMUND
Director of the BASPO



MARTIN VETTERLI
EPFL President

PROGRAM

FOLLOW THE SNOW SPORT CONTEST

skicross, boardercross,
slalom, snow triathlon

COME TOGETHER AT THE HOTPOINT

Visible from afar, the Hotpoint is at the heart of the ski slopes and the meeting point for the participants.

There are information booths, bars (serving nonalcoholic beverages only), DJs and musical animations, as well as laid-back areas to relax.

NETWORK AT APRÈS-SKI

After competing on the slopes, everyone can relax in the après-ski area and enjoy food and drinks, music and an open-air jacuzzi.



THURSDAY

WITNESS THE BATTLE

The Challengers from Lausanne and Zurich meet for a battle on the way to the resort. They have the opportunity to win points for their university and to show off their fighting spirit.

ENJOY AN UNMATCHED THEME PARTY

A cool bar provides refreshments and exclusive DJs carry the crowd through the welcoming evening. No matter the theme, the party will for sure bear a surprise for everyone!

FRIDAY

ALUMNI NETWORKING EVENT

This event enables our sponsors to present their companies and get to know the students and alumni.

DRESS UP FOR THE COSTUME PARTY

Challengers from each university are assigned one of fifty different costumes. A jury, composed of representatives from the main sponsor, elects the best costumes and the Challengers will win points for their university.

SATURDAY

SUIT UP AT THE GALA DINNER

After speeches from the organizing committee, school presidents and the main sponsor, the night ends with one last party, and the winning university of the Challenge 2021 EPFL-ETHZ will be announced.

SUNDAY

SURPRISE AT THE HOTPOINT

Every year a different event is hosted. For example a concert or a bouncy castle assault course.



PARTICIPANTS

ORGANIZING COMMITTEE 16



60 STAFF

We recruit around 60 volunteer students from both schools to support the organizing committee before, during and after the event.

100 CHALLENGERS



Throughout the year, 25 women and 25 men from each school qualify in races and various preevents to participate in Challenge.

300 ALUMNI

Every year, previous participants, staff and organizing committees of earlier editions find their way back to Challenge. They support the new Challengers, network with new alumni and companies and spend some quality time with the entire «Challenge - Family».



20 GUESTS

Our sponsors and other invitees join the event to benefit first-hand from contact with students and alumni.

CAMPUS EVENTS

During the year before Challenge, we organise events on EPFL and ETHZ campuses where students can qualify for Challenge through games, sports, contests and challenges. This makes Challenge one of the most active student associations in terms of event organization and probably the most iconic one.



October

CHALLENGE RACES

The Challenge Run, or Challenge-Forum Race in Lausanne, is a yearly tradition organized on both campuses where students compete in a race to win their spot at Challenge. More than 150 students participate in each race, with more than 300 spectators cheering them on. Located in the center of the respective campuses, this event arouses the curiosity of the people walking by, if they don't know it already.



November

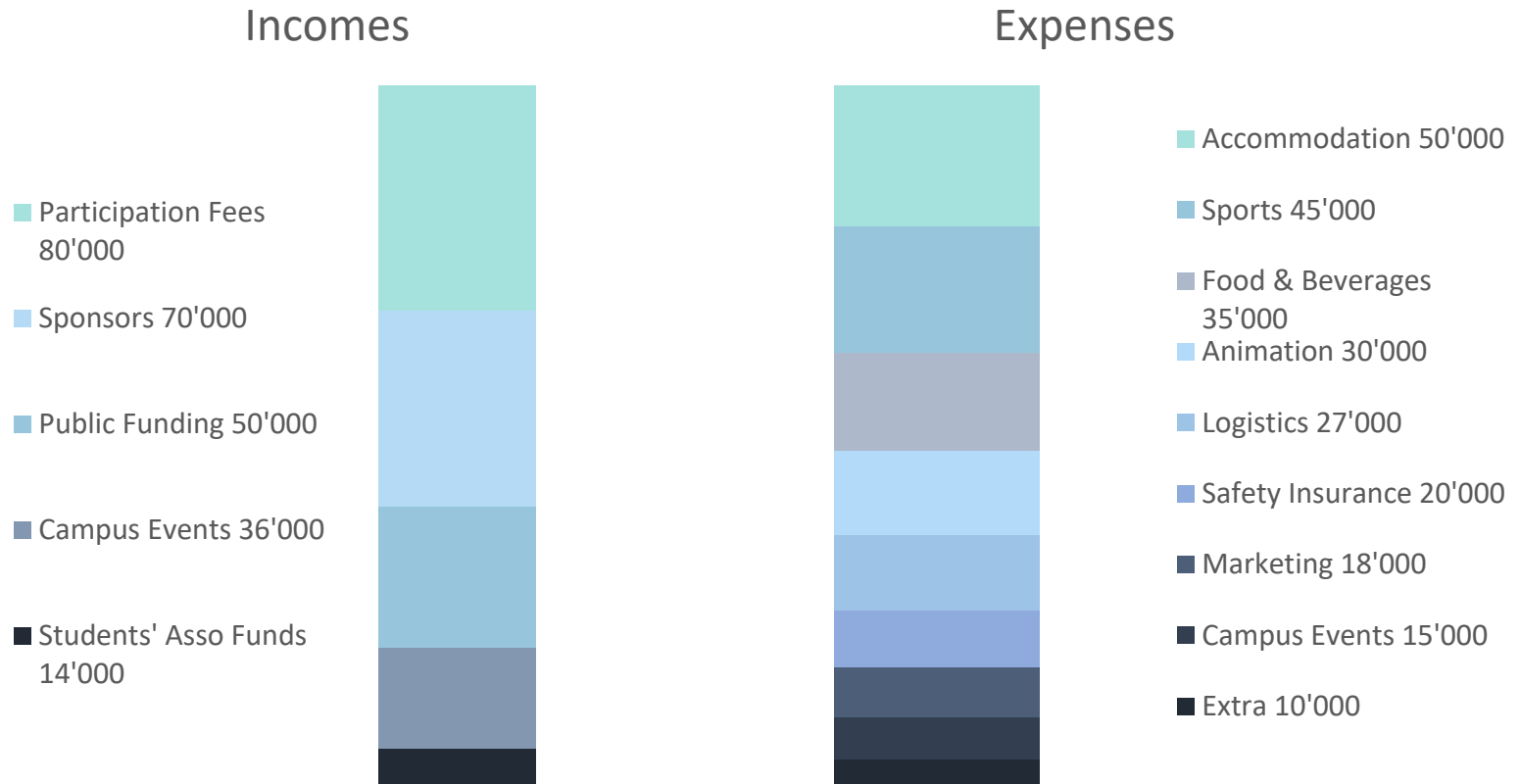
QUALIFICATION NIGHTS

The qualification nights, respectively called «Anmeldefest» in Zurich and «Soirée de sélection» in Lausanne, are the events where most of the challengers qualify to participate in Challenge. These events usually attract around 500 students who compete in games and challenges to qualify for Challenge.



BUDGET

Challenge EPFL - ETHZ is a non-profit association managed by volunteer students, which depends exclusively on donations from private and public parties.



TOTAL IN CHF
250'000

BECOME A PARTNER



Since its creation 33 years ago, the Challenge EPFL - ETHZ has had the honor of being supported by many great companies. We consider every partnership as unique and work to build a strong relationship based on trust with each of our partners. We strive to find opportunities to integrate your brand or product into each and every event during the Challenge year. Wherever possible, we try to take a step further and do more than just including your logo, in order to promote your company in a meaningful and powerful way. Being a Challenge partner implies that you will be fully involved in the planning and presentation of the brand image you wish to promote, for the Challenge and for all events throughout the year.



AN IMPACTING COMMUNICATION

Our target audience is mainly composed of students and alumni from the German and French speaking parts of Switzerland but we also reach out to a significant number of international alumni from both schools. Moreover, each year we invite several professors and internationally renowned athletes to the event.



A NEW WAY OF RECRUITING

Being the only event to unite the two prestigious universities EPF Lausanne and ETH Zürich, Challenge interests many looking to hire talented young graduates or alumni in science and technology. The relaxed atmosphere allows you to connect, network and represent your company's philosophy during 4 days.

OPPORTUNITIES

CLOTHING

Be part of the Challenge heritage forever by printing your logo on the official Challenge clothing. Each participant receives a shirt designed for the event and the organizing committee wears a wide panel of custom clothing. Worn massively during the event and on several occasions thereafter, these clothing items also serve as souvenirs for the participants.

BRANDED EVENTS

Associate your company name with one of our memorable events. For instance, a certain race would become the "[your company] race" or an aperitif the "[your company] aperitif". You can also add your name to challenges especially designed by you for the Challengers, for instance the "[your company] game". Promote your brand/company with banners, logos, posters, flyers and goodies during these events.

GOODIE BAG

Include your flyers or products in the goodie-bag every participant receives on the first day of Challenge. Make your first impression count.



ONLINE

Display your logo on the main webpage, on a publicity banner or even a pop-up video. Include your logo or short clip in the Aftermovie, which will be used for promotion.

REACH:

- Instagram: 1'650 Followers
- Facebook: 1'800 Followers, reach: 50'000/year



HOTPOINT

Promote your brand in this extraordinary location. Visible to all guests within the ski resort, we offer to display your banner, any type of POS material or to set up a booth.

IN KIND

Place your product directly at our event. Make the event unique by providing us with your food, beverages, equipment, clothing or prizes/give-aways. Product placement is the most direct way for you to connect with the audience.

PARTIES

Promote your company at one or multiple party nights with banners, goodies, equipment and more.

PACKAGES

Choose the package that suits your company best out of this comprehensive overview of our sponsorship packages. Please note that the packages described here mainly serve as an indication. We consider each partnership as special, and we will gladly discuss with you in order to create the perfect tailor-made offer to promote your company according to its values.

			
BRONZE	SILVER	GOLD	PLATINUM
2'000	5'000	9'000	13'000
CHF	CHF	CHF	CHF

CUSTOM PACKAGE For an event as large as Challenge, the possibilities to promote your brand are almost unlimited. Especially after last year's delicate situation, we are happy to elaborate specific and original ways of promoting your company according to its values in order to satisfy your wishes entirely.

				
DIGITAL	BRONZE	SILVER	GOLD	PLATINUM
Logo on website	✓	✓	✓	✓
Logo in promotional videos	X	X	✓	✓
Logo on instagram/facebook	X	X	SHARED POST	SINGLE POST
Shoutout on instagram	✓	✓	MULTIPLE	MULTIPLE
CLOTHING				
Logo on all t-shirts	X	+500 CHF	✓	✓
Logo on OK clothing	X	X	X	✓
Logo on Challenger's BIP	X	X	X	+2000 CHF
BEFORE CHALLENGE				
Logo on posters/flyers at ETHZ/EPFL	X	✓	✓	✓
Exposure during campus events	X	X	✓	✓
Logo on campus advertisements	X	X	✓	✓
DURING CHALLENGE				
POS Material at Challenge	X	✓	✓	✓
Participation of company representatives	X	X	✓	✓
Branding of a race or event	X	X	X	✓
BIP for company representatives	X	X	✓	✓
GOODIE BAGS				
Page in guidebook	HALF PAGE (1/2 A5)	HALF PAGE (1/2 A5)	FULL PAGE (A5)	FULL PAGE (A5)
Logo on our sponsors page in guidebook	✓	✓	✓	✓
Goodies/Flyers in goodie bag	X	✓	✓	✓
Brochure in goodie bag	X	X	+500 CHF	✓
HOTPOINT				
Hotpoint exposure	X	X	✓	ALSO ON SLOPES AND RACE GATES
Company booth on hotpoint	X	X	ONE DAY	DURING THE WHOLE EVENT
ALUMNI EVENT				
Attendance at alumni event	X	X	✓	INCLUDING YOUR SPEECH
POS material at alumni event	X	X	X	✓

IMPRESSUM



We thank you for your interest in this unique gathering of EPF Lausanne and ETH Zürich. The help and support from our sponsors and partners provide an essential contribution to the organization of Challenge 2023. We are looking forward to having you by our side to create a memorable event which leaves all the participants with sparkles in their eyes

OK23

www.challenge.swiss

vseth Kommission
Verband der
Studierenden
an der ETH

 **agepoly**



fb.me/ChallengeEPFLETHZ



[@challenge_epflethz](https://www.instagram.com/challenge_epflethz)

The Challenge is an AGEPoly and a VSETH commission.
These associations respectively represent all the students of EPFL and ETHZ.

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Challenge 2023 | AGEPoly Case postale
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Jürg Friedli: [SWISS SNOWSPORTS – Verband](#) 22.5.22

Matthias Remund: [SWISS SNOWSPORTS – Verband](#) 22.5.22

Martin Vetterli: [Lebenslauf – Präsidium - EPFL](#) 22.5.22

Bertrand Piccard: [Bertrand Piccard – Laureus](#) 27.5.22

Thomas Bach: [Thomas BACH | Olympics.com](#) 31.5.22

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#CHALLENGE NEVER ENDS

