

# PARTNERSHIP - GUIDE 2025





**WELCOME TO CHALLENGE 2025**

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Challenge is an annual ski and snowboard competition between the École Polytechnique Fédérale de Lausanne (EPFL) and the Eidgenössische Technische Hochschule Zürich (ETHZ). Since 1991, Challenge has brought together thousands of students from both prestigious universities and is held at various picturesque ski resorts across Switzerland. Join us on this thrilling adventure and create unforgettable memories! Let's foster long-lasting friendships beyond the Röstigraben together!



# WELCOME TO CHALLENGE!

Challenge 2025 takes place in **March 2025** in a secret ski resort in Switzerland. One hundred participants, known as Challengers, will compete in a variety of events over four days. These competitions will include creative and sportive challenges including ski cross, slalom and even elaborate costume contests. During this exclusive weekend event, participants will not only take part in exciting competitions, but will also build valuable relationships with like-minded people from different backgrounds.

# PRESIDENTS' PREFACE



**ANNA WEBER**  
ENVIRONMENTAL SCIENCE MSc



**JONAS RUEPP**  
DATA SCIENCE MSc

Dear Madam or Sir,

In March 2025, a dreamy little village in the Swiss Alps will once again become the stage for Challenge, the exclusive winter sports tournament between the two prestigious Swiss Federal Institutes of Technology EPF Lausanne and ETH Zurich. Since 1991, this annual friendly feud stands for fair competitions, uncountable memories, and lasting friendships across the Röstigraben. During four days, 50 challengers from each university face off in various ski- and snowboard races, cheered on by over 400 alumni, PhDs, professors, and sponsor representatives amidst a scenic Alpine panorama. Back from the slopes, Challenge offers an attractive and varied program with in-house après-ski, costume parties, and a networking aperitif. This makes Challenge a unique opportunity to build lasting connections with current and future engineers, scientists and employees from all disciplines in a relaxed and informal setting. Our organizing committee is already hard at work to make the next edition of Challenge possible.

We would thus gladly invite you to become a part of our story. We are delighted to present you with the Challenge 2025 Sponsorship Guide, which provides you with more information about the history, schedule, and sponsorship opportunities of Challenge. That being said, our heads of sponsoring are excited to learn what Challenge can offer YOU in particular and they are eager to create a customized package for our partnership.

We are looking forward to having your company by our side – on campus, on the slopes, and in our memories for years to come.

Thank you for your interest and consideration.



ACCUEIL ZH

**SAHANA BETSCHEN**  
COMPUTER SCIENCE BSC



ACCUEIL ZH

**ZENNE REIJMER**  
COMPUTER SCIENCE BSC



ACCUEIL LS

**MATHILDE BRAJON**  
MECHANICAL ENGINEERING  
MSC



ACCUEIL LS

**MATHIS LETTERMANN**  
MANAGEMENT OF TECHNOLOGY AND  
ENTREPRENEURSHIP MSC



SPORT

**LEA RIEM**  
HEALTH SCIENCE AND  
TECHNOLOGY BSC



SPORT

**DAN MEISTER**  
MECHANICAL ENGINEERING  
BSC



ANIMATION

**BASTIAN KSINSIK**  
BIOLOGY BSC



ANIMATION

**ELLEN STENZEL**  
ARCHITECTURE MSC



FOOD  
& BEVERAGE

**EUGENIO DURAZO ROCHA**  
APPLIED MATHEMATICS MSC



SPONSORING

**TIM BENZ**  
ELECTRICAL ENGINEERING BSC



SPONSORING

**PUI SAN NGHIEM**  
PHARMACY MSC



LOGISTICS

**LENNARD FRIEDRICH**  
COMPUTATIONAL DATA SCIENCE BSC



STATION

**LENA ZAUGG**  
HEALTH SCIENCE AND  
TECHNOLOGY MSC



STATION

**VICTOR FREDERIX**  
MECHANICAL ENGINEERING BSC

# ORGANISATION COMMITTEE



**FROM LAUSANNE**

**25 WOMEN & 25 MEN  
25 MEN & 25 WOMEN**

**FROM ZURICH**

**100  
CHALLENGERS**





16 ORGANISATION COMMITTEE



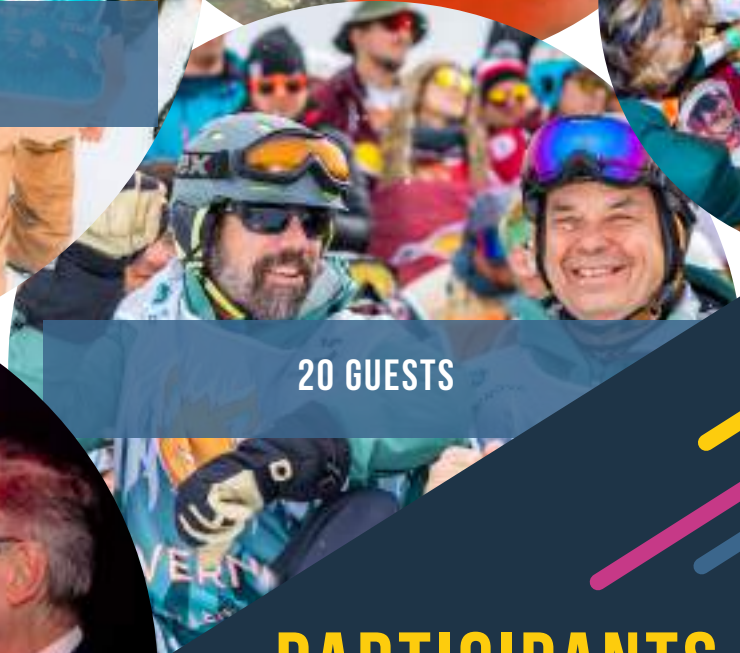
100 CHALLENGER



60 STAFF



300 ALUMNIS



20 GUESTS



# PARTICIPANTS OVERVIEW

400 STUDENTS, ALUMNIS AND GUESTS EVERY YEAR





**CHALLENGE RACES**  
AT ETHZ AND EPFL  
OCTOBER

**QUALIFICATION NIGHTS**  
AT ETHZ AND EPFL  
NOVEMBER

**CHALLENGE PRE-EVENTS**  
DECEMBER - MARCH

**PRE-CHALLENGE  
PROGRAM**

# CAMPUS EVENTS



## Challenge Races

The Challenge Races in Lausanne and Zurich are yearly traditions organized on both campuses where students compete in an obstacle race to win their spot at Challenge. More than 250 students participate in each race with over 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.

**What a great way to advertise your company!**



## Qualification Nights

The qualification nights, 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 on stage in various fun games for the coveted chance to become a Challenger.

# CHALLENGE PROGRAM



**WITNESS THE BATTLE**  
**THURSDAY**

**WELCOME PARTY**  
**THURSDAY**

**SLALOM AND SKI CROSS**  
**FRIDAY**

**ALUMNI NETWORKING EVENT**  
**FRIDAY**

**APRES-SKI AND COSTUME CONTESTS**  
**FRIDAY**

**INFERNO AND SNOW TRIATHLON**  
**SATURDAY**

**GALA DINNER**  
**SATURDAY**

**SURPRISE AT HOTPOINT**  
**SUNDAY**



## 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.

## 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!

The favourite theme of every participant is the **Costume Party**, where every Challenger is assigned a partner-costume. A jury, composed of representatives from the main sponsor, elects the best costume. The challengers with the best costume will win points for their university

# CHALLENGE EVENTS

## Suit up for the GALA DINNER

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

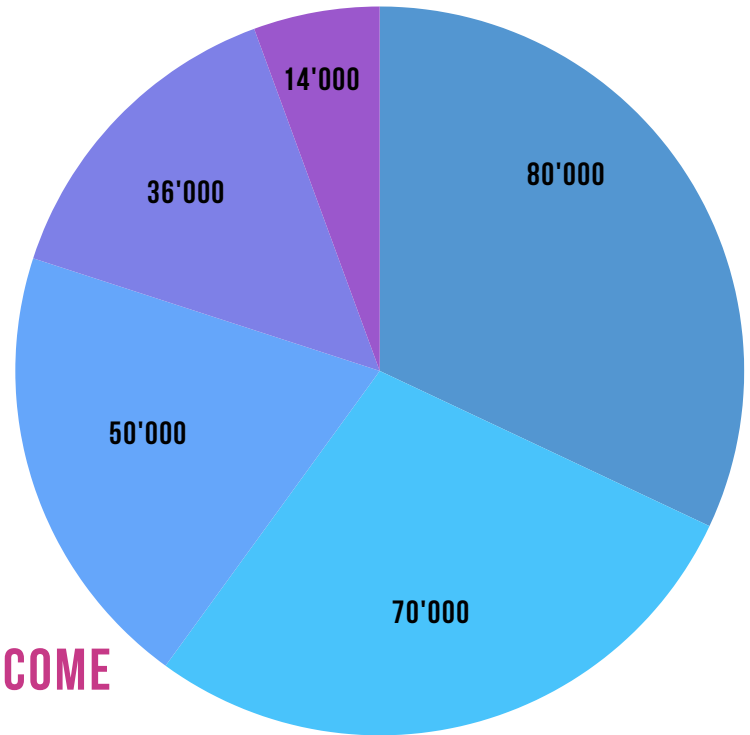
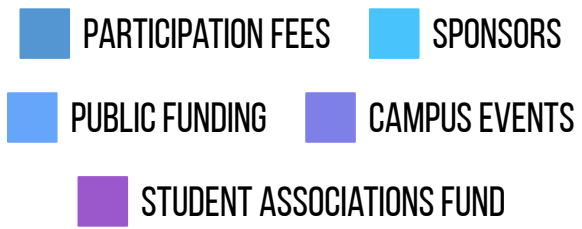
## Alumni Networking Event

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

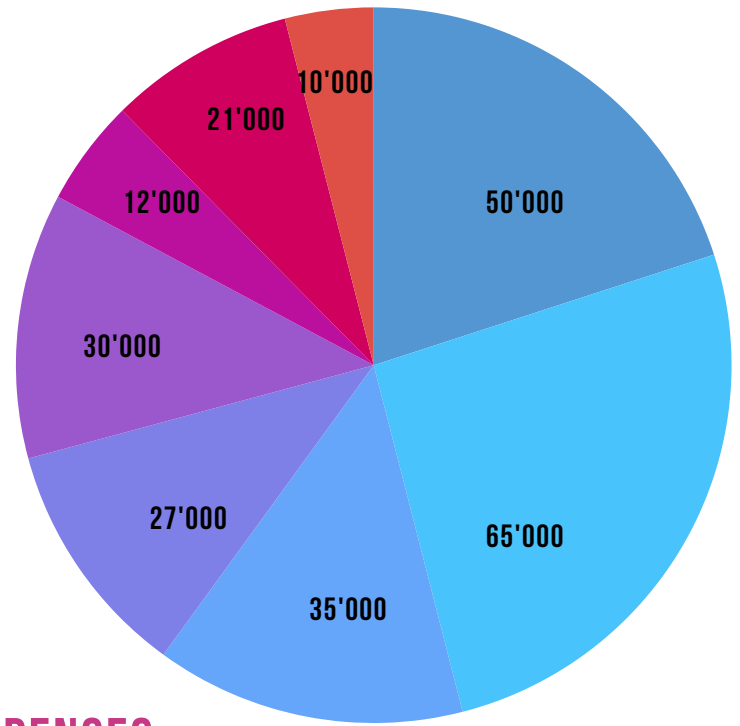


## SURPRISE AT HOTPOINT

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



**INCOME**



**EXPENSES**

# BUDGET

A NON-PROFIT ORGANIZATION MANAGED BY VOLUNTEERING STUDENTS, WHICH DEPENDS EXCLUSIVELY ON DONATIONS.

**BUDGET TOTAL: 250'000 CHF**

# BECOME A PARTNER

Challenge EPFL - ETHZ is honoured to have the support of many great companies. We consider each partnership to be unique and therefore value your support and the strong relationship built on trust. We strive to integrate your brand or product into every event during the Challenge year to **promote your company in a meaningful and powerful way**. As a Challenge partner, you have the opportunity to be fully involved in the planning and implementation of your company's promotion so that it meets your expectations and reflects your corporate values.

As the only event between EPFL and ETHZ, two of top thirty universities worldwide, we bring together many **talented young graduates and alumni in science and technology**. The Challenge provides an **unparalleled opportunity to network and connect**. Our carefully designed program encourages interaction and collaboration, creating a vibrant environment where participants can freely exchange ideas, form alliances and build lasting relationships. Through a mix of activities designed to engage and inspire, your company representatives will have the opportunity to authentically network and foster meaningful relationships. Join us for a sportive, creative and memoryfull networking weekend!



**VIOLA AMHERD**  
PRESIDENT OF SWISS  
CONFEDERATION



**MICHAEL HENGARTNER**  
PRESIDENT ETH BOARD



**RAMON ZENHÄUSERN**  
SKI RACER



**BERTRAND PICCARD**  
EXPLORER, PSYCHIATRIST,  
ENVIRONMENTALIST



**BERNHARD RUSSI**  
SKI RACER

# PATRONAGE

THE FOLLOWING PERSONALITIES ARE  
SUPPORTING CHALLENGE EPFL - ETHZ



#CHALLENGE NEVER ENDS





**PLATINUM**  
13'000 CHF

**GOLD**  
9'000 CHF

**SILVER**  
5'000 CHF

**BRONZE**  
1'500 CHF

LOGO: DIGITAL

- WEBSITE
- INSTAGRAM/FACEBOOK POST
- SHOUTOUT ON INSTAGRAM
- LOGO IN AFTERMOVIE

- ✓
- SOLO
- ✓
- ✓

- ✓
- SHARED POST
- ✓
- ✓

- ✓
- SHARED POST

- ✓
- SHARED POST

LOGO: CLOTHING

- T-SHIRT
- OK-CLOTHING
- CHALLENGER'S BIB
- SKI SUIT

- ✓
- ✓
- CUSTOM
- CUSTOM

- ✓
- CUSTOM
- CUSTOM

EVENTS

- LOGO ON POSTER AT ETHZ/EPFL
- LOGO AT CAMPUS EVENT
- LOGO ON CAMPUS ADVERTISEMENT
- POS MATERIAL AT CHALLENGE
- BRANDING DURING RACE/EVENT

- ✓
- ✓
- ✓
- ✓
- ✓

- ✓
- ✓
- ✓

- ✓
- ✓

GOODIE BAGS

- PAGE IN GUIDEBOOK
- LOGO ON GUIDEBOOK
- POS MATERIAL
- GOODIES

- 1 PAGE
- ✓
- ✓
- ✓

- 1 PAGE
- ✓
- ✓
- ✓

- 1/2 PAGE
- ✓
- ✓

- ✓
- ✓

CHALLENGE

- LOGO PRESENTATION AT HOT POINT
- COMPANY REPRESENTATION ON SLOPE
- COMPANY BOOTH ON HOT POINT
- LUNCH-HOSTING ON HOT POINT
- ATTENDANCE AT NETWORKING EVENT
- POS MATERIAL AT NETWORKING EVENT
- DINNER HOSTING/ATTENDANCE
- PARTY-HOSTING

- ✓
- CUSTOM
- ✓
- CUSTOM
- ✓
- ✓
- CUSTOM
- CUSTOM

- CUSTOM
- CUSTOM
- ✓
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**CUSTOM PACKAGE:**  
The possibilities to promote your company are almost unlimited. We are happy to create a specific and original way to promote your company according to your values in order to satisfy your wishes.



## Hot Point

Nested in the heart of the ski area, we prepare a place to relax, eat, and bond. Throughout the day, the participants come together at the hot point, making it an ideal location for your company booth. Engage with the participants while listening to the beats and enjoying non-alcoholic drinks.



## Host a Lunch

As we all know, the way to the heart is through the stomach. Nothing is more fondly remembered by the exhausted participants than a delicious meal in the snow. Sponsor a lunch and get to know all the participants on the slopes.

## Logo Presentation

Present your company logo on a banner, deck chairs and flags at the hot point.



**PACKAGE DETAIL:  
HOT POINT**

# PACKAGE DETAIL

## Guide Book

Every participant receives a Guide Book, including the Challenge competition, program, party theme, and your advertisement!



## Branded Events

Associate your company name with one of our 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”.

## Prizes

As reward, the winners of the Challenge Race as well as the winner of the Challenge competitions receive wonderful prizes



## Goodie Bag

Every adventure starts with a bag full of goodies! Is your product the first thing our Challengers will show their friends, when they start their adventure?



## Networking Event

A unique opportunity to have one on one time with the best and brightest of the ETH Zurich and EPF Lausanne students, alumni, ex-committee members, and challenge organizers. At this event, you will be able to share why your company is the place to work at.



## Host a Dinner

Do you want to join for dinner? Feel free to host a dinner or get your dinner ticket! Enjoy the happy crowd and the delicious food!

## Party

What makes a themed party more fun? - More people! Host one of our themed parties and get to know us after work!



**PACKAGE  
DETAIL**



## T-Shirt

At the secret ski resort, every participant receives a T-Shirt. By the T-Shirt color you can see whether the person is a Challenger, alumni, guest or staff.



## BIB

Every Challenger receives a bib and wears it during the whole Challenge. Traditionally, the Challenge community proudly wears their bibs to events during the year to be recognized immediately.

**Fun Fact about our bib:** If we lose it at any time (during or after Challenge), to earn it back, we have do a challenge devised by the person who found our bib.

## Logo

Of course we want your logo on our clothing! Take a look at all possibilites for presenting your logo at Challenge!



## Ski suit

As OK, we have the privilege to choose and design our brand new Challenge ski suits.

# PACKAGE DETAIL: CLOTHING



## CONTACT US

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AGEPoly Case Postale 16 Esplande 13, 1015 Lausanne

## 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 2025. 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!

OK25



Thank you  
#OK25