CHALLENGE 26

ETHzürich EPFL



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PRESIDENCY'S WORD

Dear madam or sir,

The new organising committee of Challenge 26 is thrilled to announce it has embarked on a year-long adventure. This intense and memorable ski & snowboard competition aims at gathering students from EPFL & ETHZ, who rarely meet despite the twinhood of their school. The spirit of Challenge is about sharing and conviviality, and we have the ambition to break the Röstigraben while fostering camaraderie in a competitive yet cheerful environment.

Various notable events are organized throughout the year on ETHZ and EPFL campuses, where the most motivated and creative students qualify to represent their school. A magical weekend in the Swiss mountains concludes this adventure, spanning over 4 days and gathering more than 400 participants including students, alumni, professors and sponsors. We deeply cherish this intergenerational dimension of Challenge, which creates invaluable opportunities to form long-lasting bonds with engineers and academic collaborators from all around Switzerland.

While the committee is already fully immersed in organizing the best Challenge possible, we hope to have you onboard to share this magical experience with us and make the upcoming year the most memorable of all.

Thank you for your interest and consideration.



Anouk Paulino & Réza Machraoui



ORGANIZING COMMITTEE





Challenge is a ski competition between the École Polytechnique Fédérale de Lausanne (EPFL) and the Eidgenös- sische 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.

Challenge promotes diversity and inclusivity, welcoming everyone with respect and openness to ensure a rich and inclusive environment for all participants.



TWO WORLD-CLASS UNIVERSITIES

EPFL and ETH Zurich, Switzerland's two federal institutes of technology, consistently rank among the world's top 15 universities. Together, they count over 30,000 students and PhDs, and nearly 8,000 graduates annually. Home to more than 130 nationalities and numerous successful spin-offs, they stand as global leaders in innovation, research, and diversity.

HERE COMES CHALLENGE 2026

Challenge 2026 will take place in a Swiss ski resort in March, bringing together over 400 participants from both schools for an unforgettable four-day event. At the heart of the weekend are the 100 "Challengers" — 25 women and 25 men from each university, selected through year-round competitions. They'll face off in a series of events, from slalom and ski-cross to the iconic costume contest, all in a friendly and festive atmosphere. Supported by alumni, professors, and partners, Challenge is more than a competition, it's a unique celebration of sport, school spirit, and community.



During the year before Challenge, we organise events on EPFL and ETHZ cam- puses 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 Race in Lausanne and Challenge Run in Zurich, are 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.



QUALIFICATION NIGHTS - NOVEMBER

The qualification nights, respectively called «Soirée de sélection» in Lausanne and «Anmeldefest» in Zurich, 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 the main event.





SNOW SPORT CONTEST

Challenge tests the skills of the participants through some skicross, boardercross, slalom and a 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 non- alcoholic 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 music, food and drinks.

THURSDAY

WITNESS THE BATTLE

The Challengers from Lausanne and Zurich meet for a battle on the way to the resort. There they try to earn points for their university and show off their competitive spirit.

JUMP IN THE FIRST APRES-SKI AND THEMED PARTY OF THE EVENT

A themed bar provides refreshments and exclusisve DJs carry the crowd throughout the welcoming evening.



FRIDAY

ALUMNI NETWORKING EVENT

This event enables our sponsors to present their companies and get to know the 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 rewards points for their university.

SATURDAY

SUIT UP AT THE GALA DINNER

After speeches from the organizing committee, school presidents and the main sponsors, the night ends with one last party, and the winning university of the Challenge 2026 EPFL-ETHZ will be announced.

SUNDAY

SURPRISE AT THE HOTPOINT

Every year a different event is hosted. For example a concert or a laser game on the pists.





16 ORGANIZING COMMITTEE

100 CHALLENGERS

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







60 STAFF

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





BUDGET

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

INCOMES

EXPENSES

60'000 ACCOMODATION

45'000 **SPORTS**

25'000 FOOD AND BEVERAGES

25'000 **ANIMATION**

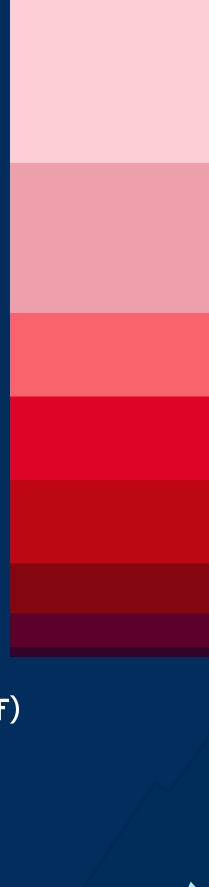
25'000 **LOGISTICS**

15'000 MARKETING

10'000 SAFETY INSURANCE 3'000 CAMPUS EVENTS

TOTAL (IN CHF) 208'000











48'000 **PUBLICS FUNDINGS**

45'000 **SPONSORS**

15'000 **CAMPUS EVENTS**

BECOME A PARTNER

Since its creation 30 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 include your company in a meaningful and powerful way.





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.

MEETING YOUNG ENGINEERS

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Being the only event to unite the two prestigious universities end to unite the two prestigious universities.

Challenge gives multiple opportunities and technology.

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Lausanne and ETH Zürich, Challenge gives multiple opportunities and technology.

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Lausan





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. for the participants.

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:**

- Facebook: 1'800 Followers, reach: 50'000/year Instagram: 2'500 Followers

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.

PARTIES

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



BRANDED EVENTS

Associate your company name with one of our memorable events. For instance, a certain race would become the "race sponsored by [your company]". 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.











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.











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.

promote your company at	BRONZE	SILVER	GOLD	PLATINIUM
DIGITAL				
LOGO ON WEBSITE	×	√	√	\checkmark
LOGO IN PROMOTIONNALS VIDEOS	×	×	✓	✓
LOGO ON INSTAGRAM/FACEBOOK	×	×	SHARED POST	SINGLE POST
SHOUTOUT ON INSTAGRAM AND/OR LINKEDIN	√	√	MULTIPLE	MULTIPLE
CLOTHING				
LOGO ON ALL T-SHIRTS	×	+500 CHF	√	✓
LOGO ON OK CLOTHING	×	×	×	✓
LOGO ON OK SKI-SUIT/BIB	×	×	×	+1000 CHF
LOGO ON CHALLENGER'S BBIP (BADGE/BIB/ID/PASS)	×	×	×	+2000 CHF
BEFORE CHALLENGE				
LOGO ON POSTERS/FLYERS AT ETHZ/EPFL	×	√	√	✓
EXPOSURE DURING CAMPUS EVENTS	×	×	✓	✓
LOGO ON CAMPUS ADVERTISEMENTS	×	×	✓	✓
DURING CHALLENGE				
POS (POINT OF SALE) MATERIAL AT CHALLENGE	×	\checkmark	✓	✓
PARTICIPATION OF COMPANY REPRESENTATIVES	×	×	✓	✓
BRANDING OF A RACE OR EVENT	×	×	✓	✓
BIP (BADGE/ID/PASS) FOR COMPANY REPRESENTATIVES	×	×	✓	\checkmark
CUSTOMIZED BIB FOR COMPANY REPRESENTATIVES	×	×	+50 CHF/PERS	+50 CHF/PERS
GOODIE BAGS				
PAGE IN GUIDEBOOK	HALF A5 PAGE	HALF A5 PAGE	FULL A5 PAGE	FULL A5 PAGE
LOGO ON OUR SPONSORS PAGE IN GUIDEBOOK	✓	\checkmark	✓	✓
GOODIES/FLYERS IN GOODIE BAG	×	✓	✓	✓
BROCHURE IN GOODIE BAG	×	×	+500 CHF	✓
HOTPOINT				
HOTPOINT EXPOSURE	×	×	√	ALSO ON SLOPES AND RACE GATES
COMPANY BOOTH ON HOTPOINT	×	×	ONE DAY	DURING THE WHOLE EVENT

PLATINUM ALL PRICES ARE 15'000 TAX EXCLUDED **GOLD** 9'000 **SILVER** 5'000 **BRONZE** 2'000

CUSTOM PACKAGE

FOR AN EVENT AS LARGE AS CHALLENGE, THE POSSIBILITIES TO PROMOTE YOUR BRAND ARE ALMOST UNLIMITED. ESPECIALLY DURING THIS YEAR'S 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.

IMPRESSUM

We thank you for your interest in this unique gathering organized by EPF Lausanne and ETH Zürich. The support of our sponsors and partners is essential to the success of Challenge 2026.

We look forward to having you by our side to create a memorable event that leaves all participants with sparkles in their eyes.













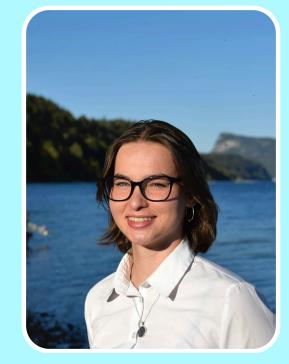


agepoly voeth

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



After movie Challenge XXV



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SPONSOR'S PICTURES













