BRAND PRESENCE OPPORTUNITIES

THE NATIONAL CYCLING FESTIVAL:
YOUR PRESENCE. YOUR STAGE.
YOUR CYCLE WEEK.

www.cycleweek.ch



YOUR BRAND. YOUR STAGE.

CYCLE WEEK brings together people who keep moving - on bikes and beyond. Urban, active, sporty and in tune with the times.

Whether they come from the cycling industry or beyond, brands meet a diverse audience here in an environment that combines movement, lifestyle and experience.



BE PART OF IT!

URBAN
RIGHT IN THE HE-
ART OF THE CITY

ACTIVE
A DIVERSE
COMMUNITY

SPORT
FROM EVERYDAY
RIDES TO ELITE LEVEL

LIFESTYLE
MORE THAN
JUST BIKES

TWO WAYS. YOUR PRESENCE.

Whether as an exhibitor or collab partner, CYCLE WEEK offers different ways to put your brand at the heart of the experience.



01 — EXPO

SHOW WHAT YOU'VE GOT.

PRESENT PRODUCTS. LET PEOPLE TEST BIKES.
MEET THE COMMUNITY.

FIND YOUR WAY.

02 — COLLAB PARTNER

MAKE THINGS MOVE.

STAGE THE BRAND. ENGAGE PEOPLE.
TELL A STORY.



01 EXPO

NOT JUST THERE. **RIGHT IN THE MIDDLE OF IT.**

Present your products, connect directly with the community and bring your brand to life. A range of opportunities is available in Zurich and Lausanne.



WHAT YOUR PRESENCE ACHIEVES.

PRESENT
SHOW PRODUCTS.
MAKE THE BRAND VISIBLE.

TEST
TRY IT. EXPERIENCE IT FIRST-HAND.

CONNECT
MEET THE COMMUNITY.
START A CONVERSATION.

01 EXPO

—

YOUR STAND.
IN A PRIME LOCATION.

Cottage or Cube: the turnkey solution provided by the organizer.
Choose the stand that suits your brand and presentation.
Different sizes and configurations provide the right setting
for your presence at CYCLE WEEK.

YOUR SPACE!



01
COTTAGE

—

COMPACT. OPEN. EASY TO SET UP.
3 × 3 / 5 × 3 / 5 × 5 / 5 × 10 M

YOUR STAGE!



02
CUBE

—

MODULAR. DISTINCTIVE. RIGHT IN THE MIDDLE OF IT.
5 × 5 / 10 × 5 / 15 × 5 M

01 EXPO

YOUR BRAND. **YOUR WAY.**

Have something of your own in mind? Custom spaces and structures create room for distinctive brand presentations and activations.



MAKE IT YOURS!



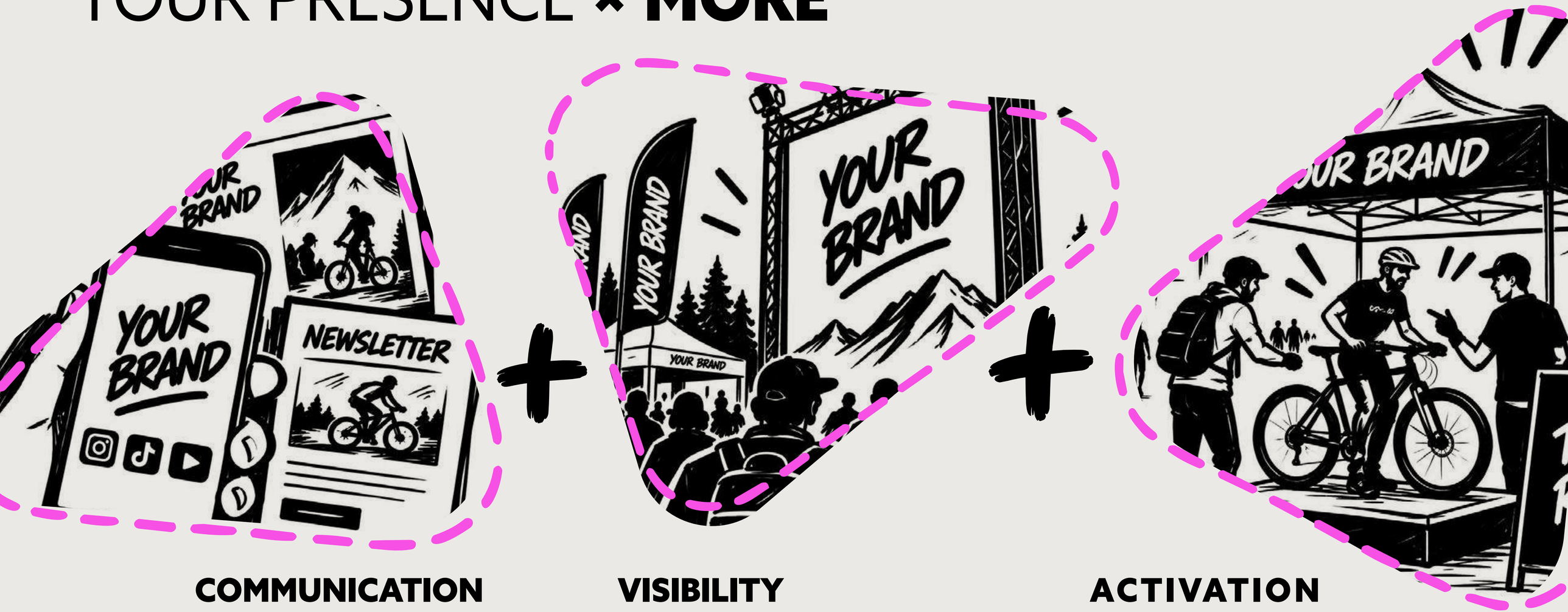
03
CUSTOM BRAND PRESENCE

—

MORE ROOM FOR YOUR OWN IDEAS.
CUSTOM SPACE AND STRUCTURE.

01 EXPO

YOUR PRESENCE × **MORE**



COMMUNICATION

WEBSITE · SOCIAL MEDIA · NEWSLETTER

VISIBILITY

BIG SCREENS · BRANDING · ON-SITE PRESENCE

ACTIVATION

SAMPLING · ACTIVITIES · INTERACTION

02 COLLAB PARTNER

YOUR BRAND. **AT THE HEART OF THE EXPERIENCE.**

Bring your brand into the heart of CYCLE WEEK and create experiences that engage and connect people. As a collab partner, you can develop custom ideas and activities tailored to your brand.



WHAT YOUR COLLAB CAN ACHIEVE.

SHOWCASE
MAKE THE BRAND VISIBLE.
CREATE A PRESENCE.

ACTIVATE
INVOLVE PEOPLE.
CREATE EXPERIENCES.

IMPACT
BRING IN YOUR OWN IDEAS.
HELP SHAPE CYCLE WEEK.

02 COLLAB PARTNER

YOUR IDEA × **MORE**



BRANDING

VISIBLE AT THE FESTIVAL.
SPACES · SCREENS · SPECIAL INSTALLATIONS

ACTIVATION

ENGAGE PEOPLE.
SAMPLING · CHALLENGES · INTERACTION

EXPERIENCE

CREATE SOMETHING UNIQUE.
SPECIAL EVENTS · CONTENT · CUSTOM IDEAS

02 COLLAB PARTNER

FROM IDEA **TO EXPERIENCE.**







01 YOUR STORY

THE BRAND. THE GOAL.
THE IDEA.

02 DEVELOP TOGETHER

YOUR STORY BECOMES
THE RIGHT BRAND PRESENCE.

03 LIVE EXPERIENCE

AT THE HEART OF CYCLE WEEK.
AT THE HEART OF THE COMMUNITY.

02 COLLAB PARTNER

YOUR BRAND.
THE RIGHT PLATFORM.



CYCLE WEEK offers different platforms for different goals.
Together, we find the right story, activation and presentation for your brand.

01 ACTIVE TOGETHER



CITY:SLOW LAUSANNE

LAUSANNE. ACTIVE TOGETHER.
10,000 PARTICIPANTS.



ZÜRICH CITY RIDE

ZURICH. ACTIVE TOGETHER.
400 PARTICIPANTS.



RIDES

ZURICH/LAUSANNE. ACTIVE
TOGETHER. FOR EVERYONE.

02 SHOWS & CONTESTS



STREET TRIAL

ZURICH/LAUSANNE. SHOWS.
WATCH AND BE AMAZED.



KUNSTRAD

ZURICH/LAUSANNE. SHOWS.
WATCH AND BE AMAZED.



BMX FLATLAND

ZURICH/LAUSANNE. CONTESTS/
SHOWS. WATCH AND BE AMAZED.



ZÜRI DIRTJUMP

ZURICH. CONTESTS/SHOWS.
WATCH AND BE AMAZED.

03 JOIN & WIN



PUBLIC CHALLENGES

ZURICH/LAUSANNE.
TAKE PART AND WIN.



GOLDSPRINT

ZURICH/LAUSANNE.
TAKE PART AND WIN.



BICYCLE CATWALK

ZURICH/LAUSANNE.
TAKE PART AND STRIKE A POSE.



KIDS RACES

ZURICH/LAUSANNE.
TAKE PART AND WIN.

04 DISCOVER & LEARN



WORKSHOPS

ZURICH/LAUSANNE.
DISCOVER AND LEARN.

05 RACE & EXPERIENCE



ZÜRI ESCAPE

ZURICH. BIKEPACKING EVENT. TAKE
PART. 50 WOMEN AND 50 MEN.



LAUSANNE CRIT

LAUSANNE. TAKE PART.
WATCH AND BE AMAZED.


LET'S MAKE
IT HAPPEN.

LET'S RIDE TOGETHER.

CYCLE WEEK
BikeDays.ch GmbH
Stauffacherstrasse 106 | 8004 Zürich
info@cycleweek.ch | cycleweek.ch



CYCLE WEEK
DAS NATIONALE VELOFESTIVAL

01 EXPO

YOUR STAND.

Nathalie Schneitter
+41 (0) 79 481 23 57
nathalie.schneitter@cycleweek.ch

CHOOSE YOUR STAND.
BOOK NOW.

02 COLLAB PARTNER

YOUR IDEA.

Erwin Flury
+41 (0) 79 405 81 46
erwin.flury@cycleweek.ch

GOT AN IDEA?
LET'S TALK.