



	Sponsoring			Partner			Paddock Club	Patrons		
	Presenting Partner	Main Sponsor	Co-Sponsor	Platinum	Gold	Silver		Top	Medium	Easy
	1x	1x	4x	8x	unlimited	unlimited		unlimited	unlimited	unlimited
	100'000	50'000	25'000	15'000	10'000	5'000	3'000	1'500	1'000	500
<b>Advertising on site</b>										
Perimeter advertising stadium	16x	8x	4x	2x						
Perimeter advertising public	4x			2x	2x	2x				
Advertising VIP area	2x	2x	1x							
Advertising judge tents	Yes									
Advertising interview wall	Yes	Yes	Yes							
On site sampling	Yes	optional	optional	optional						
Logo on badges	Yes	Yes								
Logo on tickets	Yes	Yes								
Logo on lanyards	Yes									
Logo on correspondence	Yes	Yes								
Logo on starting and ranking	Yes	Yes								
Logo on volunteers clothing	Yes	optional	optional	optional						
Speaker announcements	Yes	Yes	Yes							
<b>Hospitality</b>										
VIP package 1 Tue-Sun	2x	1x								
VIP package 2 Tue-Sun		1x	2x	1x						
VIP package 3 Fri-Sun					2x	1x	1x			
VIP daily entrance Tue-Sun										
Week ticket grandstand Tue-Sun										
Day entrance Tue-Sun					4x	2x		2x	1x	
Discount on ticket purchases: 25%	max. 100x	max. 50x	max. 25x	max. 15x	max. 10x					
<b>Kommunikation</b>										
Advertisement in program	1/1 page	1/1 page	1/1 page	1/4 page						
Mention in program booklet	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Advertisement on website	2x	2x	1x	1x	1x					
Mention on Homepage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Advertisement Social Media	Yes	2x	1x	1x						
Advertisement Live Stream	1x	1x								
Video on big screen	1x	1x	1x							
Advertisement on big screen	1x	1x		1x						
<b>Various</b>										
Naming stadium	Yes									

Price excl. VAT

\* VIP Package 1: Admissions and table for 6 persons, Tue-Sun, incl. catering and non-alcoholic beverages.

\* VIP package 2: Admissions and table for 4 persons, Tue-Sun, incl. catering and non-alcoholic beverages

\* VIP package 3: Admission and seats for 2 persons, Fri-Sun, incl. catering and non-alcoholic drinks

\* VIP day admission: Admission and access to the VIP area, redeemable on any day from Tue-Sun, incl. catering and non-alcoholic beverages.

**Individual sponsorship opportunities and individual services such as perimeter advertising or sponsorship of tests on request.**



# ONE TEAM

*The World Championships in Birmenstorf live on many volunteers who provide great and honorary commitment. We are happy about each and every one of them and would like to mention some of them by name.*



**VIS - Association World Championships for Icelandic Horses in Switzerland**

Dr. Ueli Heller (President), Roman Spieler (Head of OC), Michael Weder, Markus Karrer, Eveline Egli, Thomas Huwiler

**Organizing Committee WC2025:**

Roman Spieler (Head of OC), Marc Egli (IT), Thomas Huwiler & Claude Amport (Construction & Infrastructure), Georg Dietrich (Finances), Petra Stuber (Catering), Michèle Huwiler (Volunteers), Anne-Catherine Rüegg (Media), Lili Huwiler (Secretariat & Admin), Christoph Lanz (Sponsoring), Evi Egli (Breeding & Sport), Pascal Bircher (spectator service)

**Patronage:**

Ruth Humbel (Member of the National Council), Damian Müller (Member of the Council of States and President SVPS), Marianne Stänz (Mayor Birmenstorf)

**Your Sponsoring Contact::**

Christoph Lanz  
[chris.lanz@wm2025.ch](mailto:chris.lanz@wm2025.ch)  
 +41 79 668 63 63

Roman Spieler  
[roman.spieler@wm2025.ch](mailto:roman.spieler@wm2025.ch)  
 +41 79 757 62 21

