

SPONSORSHIP PACK

2ND EDITION

# VERBIER AIR SHOW



10 APRIL 2027 · BACKUP 11 APRIL

VERBIER · VALAIS · SWITZERLAND

*And much more, against a spectacular alpine backdrop*



## THE INVITATION

# Partner with a one-of-a-kind aerial spectacle.

After a widely acclaimed first edition, the Verbier Air Show returns on 10 April 2027, in the heart of the 4 Vallées ski area. This unique event gathers the world's finest aerial athletes at over 3,000 metres in altitude, for a spectacle that blends extreme sport, technical mastery and artistic expression.

We invite you to join us. By becoming a sponsor of the Verbier Air Show, you align your brand with an exceptional event, an iconic destination and a passionate audience — in Switzerland and internationally.

— *The Verbier Air Show team*



2026 RETROSPECTIVE

# A spectacular first edition.

On 11 and 12 April 2026, Verbier hosted the very first official edition of the Verbier Air Show. Two days of a unique spectacle of performances delivered by the world's elite, blending technical mastery and artistic expression, in the heart of the 4 Vallées ski area at over 3,000 metres in altitude.

A weekend that demonstrated Verbier's unique potential to host an aerial event of this scale, at the crossroads of extreme sport and artistic creation.

*"This weekend demonstrated Verbier's unique potential to host an aerial event that can only grow..."*



© Damien Tornare





## 2026 PRESS COVERAGE

# An international media footprint.

6 M+

TV viewers

35+

National channels

17+

Countries covered

3

Global news agencies

### ARD - BRISANT

Germany

1.36 million viewers

### RTS 2 - ADRÉNALINE

Switzerland

4'23 dedicated, prime time

### KIKA - LOGO!

Germany

ARD/ZDF youth coverage

## TV BROADCASTERS BY COUNTRY

|                     |                                                                          |                    |                                                  |
|---------------------|--------------------------------------------------------------------------|--------------------|--------------------------------------------------|
| <b>Albania</b>      | RTSH 24                                                                  | <b>Mexico</b>      | Azteca Uno                                       |
| <b>Austria</b>      | ORF 1, RTL Austria                                                       | <b>Poland</b>      | TVP 1, TVP Info                                  |
| <b>Bangladesh</b>   | BTV National                                                             | <b>Qatar</b>       | Al Kass Sports, beIN Sports News                 |
| <b>Belgium / NL</b> | Ketnet                                                                   | <b>Romania</b>     | Antena 1, Pro Arena, Pro TV                      |
| <b>Croatia</b>      | RTL Televizija                                                           | <b>Spain</b>       | Telecinco, La 1, TVE Española, TVE Internacional |
| <b>Egypt</b>        | CBC, ON Sport 1                                                          | <b>Switzerland</b> | SRF, RTS 2                                       |
| <b>France</b>       | France 3, France 3 Alsace, France 3 Midi-Pyrénées                        | <b>Taiwan</b>      | PTS                                              |
| <b>Germany</b>      | ARD, HR, Kika, MDR, n-tv, SR, ZDF, RTL & 3 regional (Bayern, Nord, West) | <b>Türkiye</b>     | TRT Spor Yildiz                                  |

Global news agencies: EBU, SNTV, ABU. + TVE Internacional reaches 120+ territories (Latin America, Africa, Middle East).





## DIGITAL COVERAGE

# Beyond television, a global reach.

## ONLINE PUBLICATIONS

|                |         |                    |                        |                       |
|----------------|---------|--------------------|------------------------|-----------------------|
| rts.ch         | srf.ch  | blick.ch           | orf.at                 | kika.de               |
| rtl.de         | zdf.de  | brisant.de         | stuttgarter-zeitung.de | aerotelegraph.com     |
| sporteurope.tv | msn.com | mundodeportivo.com | news.com.au            | dailytelegraph.com.au |
| vrt.be         | net.hr  | discoversport.com  | moresport.tv           |                       |

## DIGITAL OUT-OF-HOME (DOOH)

**11,000**

Ströer screens in Germany

**200+**

Cities covered

**1 M**

Plays / month per clip

Starting May 2026, a 15-second clip broadcast across the entire Ströer network: subways, train stations, shopping centres — in more than 200 cities in Germany.

## FITNESS & LIFESTYLE

**5,500+**

Screens in fitness venues

**1,200+**

Studios DE / AT / CH

**124 M**

Ad contacts

Two highlight clips broadcast for a minimum of 4 weeks on fitness chain screens across Germany, Austria and Switzerland.



## THE 2026 LINEUP

# An exceptional international roster.

*Among the leading figures present at our first edition:*

### THE SOUL FLYERS

Fred Fugen, three-time freestyle world champion, Vincent Cotte, world parachuting champion, and Aurélien Chatard — internationally recognized wingsuit pioneers.

### MAUD PERRIN

2024 and 2025 acrobatic paragliding world champion.

### ELIOT NOCHEZ

Three-time French champion and acro paragliding World Cup winner.

### LUCA RUFFIEUX

The first pilot in the world to perform a paragliding loop, AWQ 2025 runner-up.

### GÉRALDINE FASNACHT

Wingsuit pioneer, "Bird Woman" — first jump in history from Antarctica (Holtanna), historic jump from the Matterhorn.





# Mont Gelé, 3,023 m altitude. The vertical stage.

Saturday 10 April, from 10 am — the Mont Gelé cable car, with its 180 metres of vertical drop and summit at 3,023 m, is the Verbier Air Show's main stage. Base jump, wingsuit, acrobatic paragliding, speedflying, aerobatic aircraft and aerial dance unfold in an alpine setting of rare intensity.

From 12 pm, the show moves to Le Carrefour, for an immersive experience right next to the audience — before a closing concert. It is relayed live there on a giant screen, as on Place de Médran, which also hosts an information point.

Should conditions be unfavourable, the event is postponed to Sunday 11 April.



**3,023 m**

Mont Gelé summit

**180 m**

Cable car vertical

**10am-6pm**

Non-stop show

**15+**

International athletes



WORLD PREMIERE

# Live POV jump broadcast. A world first.

In 2027, the Verbier Air Show pushes the boundaries of live broadcast: for the first time in the world, a jump is streamed live from the athlete's point of view — from the summit all the way to parachute deployment.

This Verbier Air Show signature innovation turns the Médran giant screen and our live stream into a genuine aerial cockpit. An unprecedented experience, a unique media moment, exceptional visibility for our partners.

UNIQUE IN THE WORLD. BROADCAST LIVE ON GIANT SCREEN AND SOCIAL MEDIA.







**BECOME A PARTNER**

# Three levels of engagement.

Each pack aligns your brand with the Verbier Air Show's DNA and reserves you a privileged seat at the Gala Evening on Friday 9 April 2027, in the presence of the athletes. Limited availability — allocation on a first-come, first-served basis.

## BRONZE

**CHF 5,000.—**

The gala evening, at the athletes' table.

→ voir page détaillée

## SILVER

**CHF 30,000.—**

Your brand in the sky and on screen.

→ voir page détaillée

## GOLD

**CHF 50,000.—**

The premium signature of an unforgettable edition.

→ voir page détaillée



BECOME A PARTNER / BRONZE

# CHF 5,000.—

*Previously CHF 2,000*

## The gala evening, at the athletes' table.

- 1 table of 8 guests at the Gala (7 guests + 1 Verbier Air Show athlete)
- Aperitif, 3-course dinner, 1 bottle of wine on table, mineral water included
- 1 tandem paragliding flight over Verbier
- Privileged access to the athletes' presentations and Q&A
- Name listed among the supporters of the 2027 edition





BECOME A PARTNER / SILVER

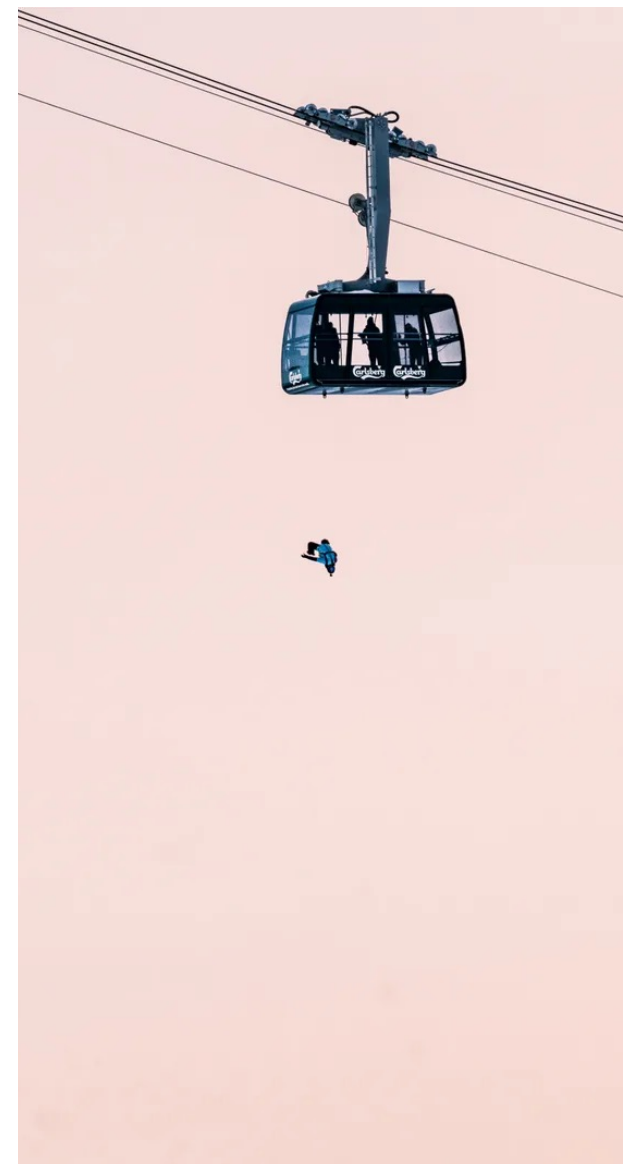
# CHF 30,000.—

*Previously CHF 10,000*

## Your brand in the sky and on screen.

- 1 table of 10 guests at the Gala (9 guests + 1 athlete) — aperitif, 3-course dinner, drinks included
- Logo exposure on our invitations, on the Gala venue screen and on the giant screens at Médran and Le Carrefour throughout the show
- 15-second advertisement broadcast on the giant screens at Médran and Le Carrefour and on our live stream throughout the show
- 5 Experience Packs: tandem paragliding flight over Verbier + helicopter flight
- Silver mention on digital supports and official communications

***Includes: live POV jump broadcast — world first.***





BECOME A PARTNER / GOLD

# CHF 50,000.—

*Previously CHF 20,000*

## The premium signature of an unforgettable edition.

- 2 tables of 10 guests at the Gala (9 guests + 1 athlete per table) — full hospitality included
- Maximum logo visibility on invitations, Gala screens and the giant screens at Médran and Le Carrefour throughout the show
- 30-second video broadcast on the giant screens at Médran and Le Carrefour and on our live stream throughout the show
- 10 Experience Packs: tandem paragliding flight + helicopter flight departing from Col de la Croix
- Co-branding and additional visibilities to be discussed (VIP areas, dedicated content, on-site activations)

***Premium positioning alongside our title sponsors.***







## AT A GLANCE

# The three packs, compared.

| Benefit                                       | BRONZE<br>CHF 5,000 | SILVER<br>CHF 30,000 | GOLD<br>CHF 50,000  |
|-----------------------------------------------|---------------------|----------------------|---------------------|
| Gala table(s) with athlete                    | 1 × 8 guests        | 1 × 10 guests        | 2 × 10 guests       |
| Logo on invitations                           | —                   | Yes                  | Yes (premium)       |
| Logo on Gala venue screen                     | —                   | Yes                  | Yes (premium)       |
| Logo on giant screens (Médran + Le Carrefour) | —                   | Yes                  | Yes (premium)       |
| Ad on giant screens + live stream             | —                   | 15 seconds           | Video 30 seconds    |
| Live POV broadcast (world first)              | —                   | Included             | Included            |
| Experience Packs (paragliding + heli)         | 1 tandem flight     | 5 packs              | 10 packs            |
| Additional visibilities                       | —                   | On request           | Premium co-branding |

*Availability is limited; commitments are processed in order of arrival. Bespoke options are available above the Gold pack — contact us.*

[JOIN US](#)

# Ready to board?

Our ambition: to showcase free flight, staged safely by the world's best pilots. Align your brand with the adventure.

Commitments are processed in order of arrival as availability is limited. Contact us to confirm your pack, reserve your Gala seats or build a bespoke partnership.

**CONTACT**

[contact@verbierairshow.ch](mailto:contact@verbierairshow.ch)

**WEB**

[www.verbierairshow.ch](http://www.verbierairshow.ch)



**VERBIER  
AIR SHOW**

**GALA EVENING — FRIDAY 9 APRIL 2027 — 8 PM**