

# PROPOSAL FOR A PARTNERSHIP

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# WELCOME TO VERBIER 4VALLÉES



*«Verbier, the world capital of freeriding and a paradise for lovers of the great outdoors, boasts one of the most beautiful ski areas in the world. Its development and management are at the heart of Téléverbier SA's activities. »*

**Jean-Albert Ferrez**

*Chairman of the Board of Directors of Téléverbier SA*



# SWITZERLAND'S LARGEST SKI AREA

**VERBIER**  
4 VALLÉES 

**VERBIER, THE MOST COSMOPOLITAN OF THE VALAIS RESORTS, OFFERS A BOUNDLESS PLAYGROUND FOR SKIERS OF ALL ABILITIES.**

**CONNECTED TO THE 4VALLÉES SKI AREA, TÉLÉVERBIER SA OPERATES THE SKI AREAS OF VERBIER, LA TZOUMAZ AND BRUSON ALL YEAR ROUND.**



# VERBIER, LA TZOUMAZ AND BRUSON: PART OF SWITZERLAND'S LARGEST SKI AREA

## VERBIER



- 1,500 metres to 3,300 metres
- Guaranteed snow
- Legendary freeride routes
- A mountain biking paradise with 8 downhill trails, 23 enduro routes and 500 km of cross-country trails

[www.verbiere4vallees.ch](http://www.verbiere4vallees.ch)

## LA TZOUMAZ



- Very popular with families, with easily accessible
- slopesFun trails for children, including a Funslope and a toboggan run
- Summer activities for everyone, including scooters, hiking and mountain biking.

## BRUSON



- A quiet, family-friendly ski resort with a variety of slopes and exceptional snow conditions
- Renowned for its forest trails
- Connected to the Verbier ski area via the cable car

# VERBIER 4VALLÉES

## IN THE HEART OF THE ALPS

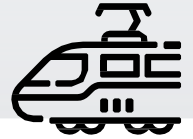
**VERBIER**  
4 VALLÉES 



45 minutes from Sion Airport  
1 hour 45 minutes from Geneva Airport  
3 hours from Zurich Airport  
3 hours 30 minutes from Milan Airport



Take the A9 motorway to Martigny, then follow signs for Grand St-Bernard. At Sembrancher, turn left towards Verbier 4Vallées.



Rail link from Geneva and Lötschberg via Martigny station

**Verbier Express:** Travel to the Verbier ski slopes from Geneva Airport without changing trains every weekend and during the holidays

# VERBIER 4VALLÉES IN FIGURES



**410 KM**

slopes in the 4Vallées ski area at altitudes between 1,500 and 3,300 metres



**37 ski lifts**

in Verbier

1,100,000 skier days and  
12,000,000 lift rides



**6 fun zones**

Snowpark + Skicross + luge +  
Mini KL + Verbier Race  
Experience + Funslope



A paradise for **bikes  
and scooters**

8 downhill bike trails / 23  
enduro routes / 500km of  
cross-country trails



**EVENTS**

World-renowned events



**MONT4 ZIPLINE**

The world's highest zipline :  
1.4 km at speeds of over  
100 km/h



**HIKING**

over  
500 km

# VERBIER 4VALLÉES

## OUR PRESTIGIOUS PARTNERS

**VERBIER**

4 VALLÉES 



Piguet  
Galland &  
vous.



**RAIFFEISEN**



# OUR OFFERS

## YOUR BRAND ON OUR MEDIA



	 <b>Offer Diamond</b>	 <b>Offer Platinum</b>	 <b>Offer Gold</b>
1. Naming opportunities			
2. Branding of ski area			
3. Digital advertising / digital screens across the ski area			
4. Digital advertising / giant screen at Place de Médran			
5. Digital advertising / verbier4vallees.ch website			
6. Communication			
7. Corporate clothing			
<b>Value CHF</b>	<b>XXX'XXX.-</b>	<b>XXX'XXX.-</b>	<b>XXX'XXX.-</b>

# 1. NAMING OPPORTUNITIES



## NAMING OPPORTUNITIES

The facility will be named after your company. The name will appear on the course maps and on all TVSA communications relating to this facility.

## 2. BRANDING OF SKI AREA TO REFLECT YOUR IMAGE (SKI LIFT CABINS)

<b>Technical specifications</b>	<b>*price varies depending on the ski lift cabins</b>
<b>Estate opening</b>	Winter: November to April / Summer: June to October
<b>Customer</b>	More than a million a year
<b>Passing gates</b>	Over 11 million a year
<b>Branding</b>	Depending on your project. Sticker application managed by TVSA



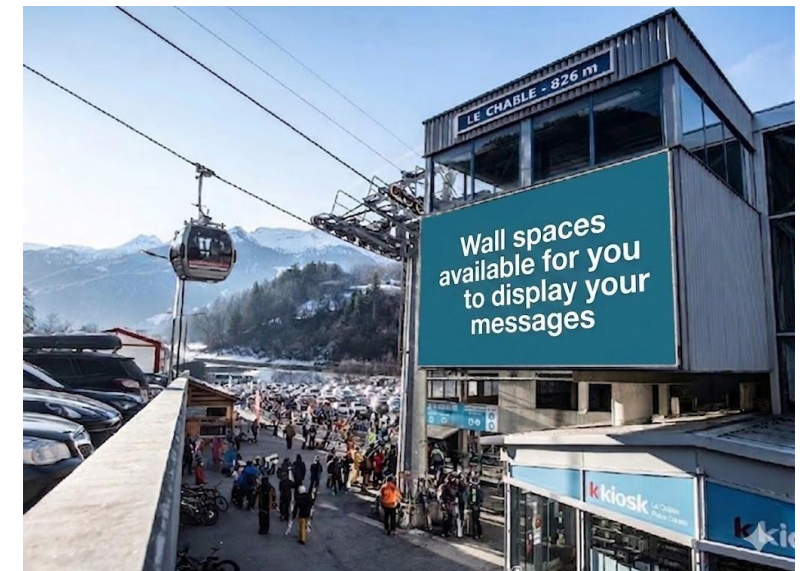
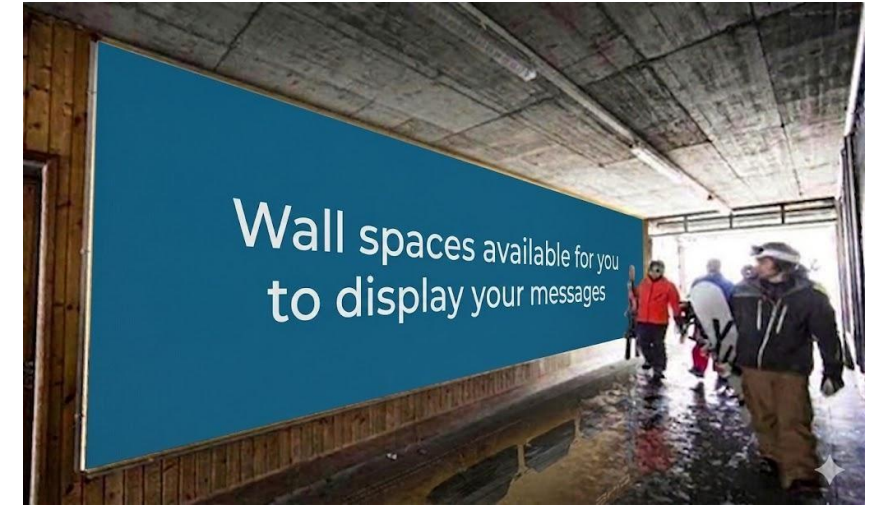
## 2. BRANDING OF SKI AREA TO REFLECT YOUR IMAGE (BUILDING)

**VERBIER**

**4 VALLÉES** 

### Advertising space available

branding opportunities on stations, utility pylons, wall advertisements and naming opportunities



## 2. BRANDING OF PLAY AREAS WITH YOUR BRAND NAME \*SUBJECT TO AVAILABILITY



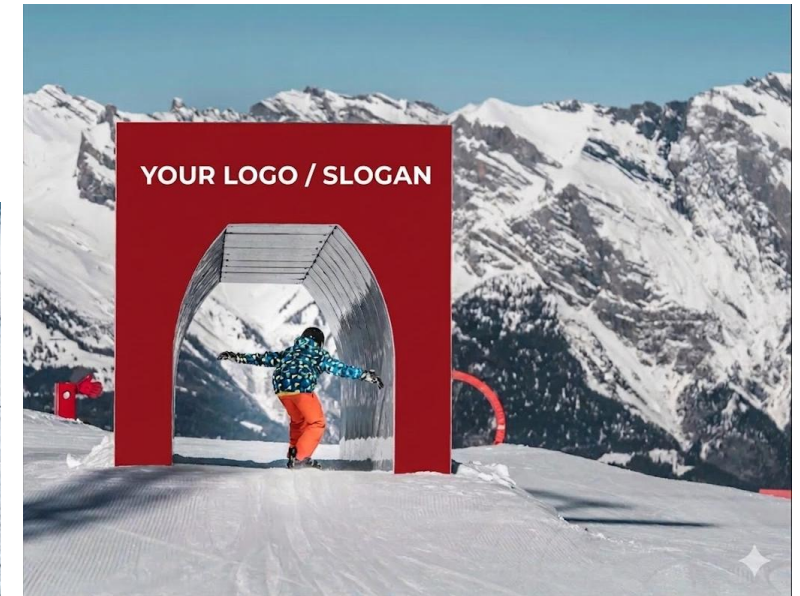
### Fun Zone

#### Skicross Park

Courses marked out with obstacles in La Chaux for a four-person competition in La Chaux (Verbier)

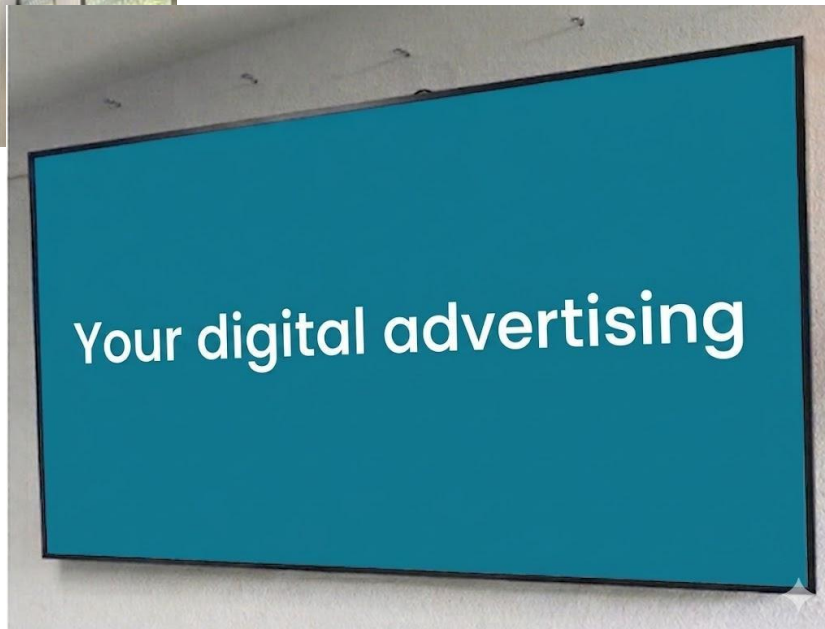
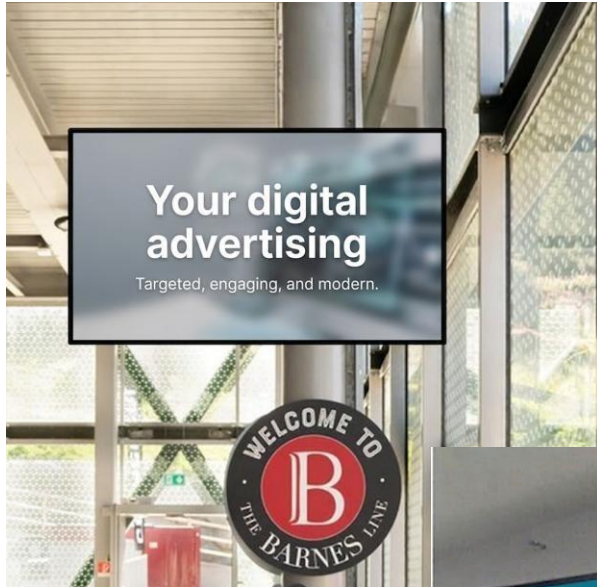
#### Funslope

Children's play area in La Tzoumaz



# 3. DIGITAL ADVERTISING

## SCREENS ACROSS THE SKI AREA AND IN RETAIL OUTLETS



Ecrans Navori	Technical specifications
Number	31 x
Format	65"
Duration	10 seconds
Animation	full screen
Broadcast	Every day, subject to opening hours
Location	Ticket offices / stations / restaurants / waiting areas

# 3. DIGITAL ADVERTISING

## SCREENS ACROSS THE SKI AREA (List of location)



Type of facility	Sector
Ticket offices / stations / building / waiting areas	Médran
	Le Châble
	La Tzoumaz
	Savoleyres
	Ruinettes
	Jumbo
Restaurants and accommodation	Funispace
	Inkontro
	Croix de Cœur
	Médran Café
	Black Tap
	Pasay
	Self de Savoleyres
	Mayentzet
	Flocon
	Picnic room Ruinettes
	T-One residential complex
Dahu	



# 4. DIGITAL ADVERTISING

## GIANT SCREEN IN PLACE DE MÉDRAN

**SWITZERLAND'S N° 1 IMMERSIVE SCREEN**

**giant screen in Place de Médran**

Slots winter                      subject to availability, up to 80 slots  
Slots summer                    per day / 12'000 per season

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**Spectacular, top-quality advertising to make a lasting impression for your brand.**

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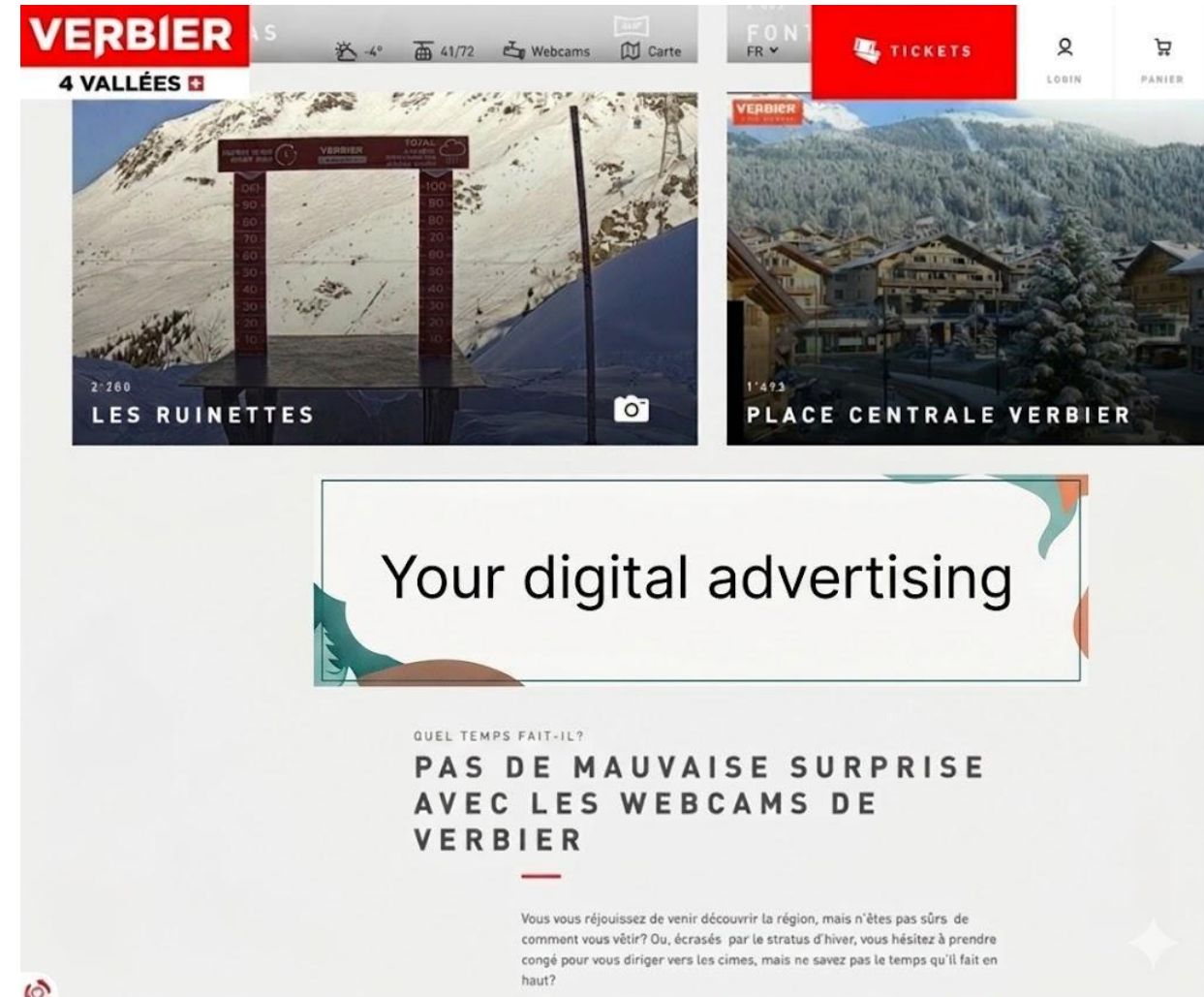
# 5. DIGITAL ADVERTISING / SITE WEB

**VERBIER**

**4 VALLÉES** 

## Statistics - [www.verbier4vallees.ch](http://www.verbier4vallees.ch)

<b>Contacts</b>	210'000 x
<b>Orders</b>	40'000 x
<b>Visits</b>	484'000 sessions
<b>Pages viewed</b>	1'679'000 pages
<b>Format</b>	Banner at the top of the page + logo in the website footer



The screenshot shows the Verbiier website interface. At the top, there is a navigation bar with the Verbiier logo, a search bar, and icons for weather (4°C), altitude (4172m), webcams, and a map. Below the navigation bar, there are two webcam feeds: 'LES RUINETTES' at 2'260m and 'PLACE CENTRALE VERBIER' at 1'493m. A large banner is positioned below the webcams, featuring the text 'Your digital advertising' and a question 'QUEL TEMPS FAIT-IL? PAS DE MAUVAISE SURPRISE AVEC LES WEBCAMS DE VERBIER'. Below the banner, there is a short paragraph of text in French: 'Vous vous réjouissez de venir découvrir la région, mais n'êtes pas sûrs de comment vous vêtir? Ou, écrasés par le stratus d'hiver, vous hésitez à prendre congé pour vous diriger vers les cimes, mais ne savez pas le temps qu'il fait en haut?'

# 6. COMMUNICATION

## YOUR BRAND ON PRINTED MATERIALS

Printed materials (example)	Type promotion	Number of copies
Keycard	Logo	150'000x
Verbier Addict Mag	Advertisement	25'000x winter + 15'000x summer



your logo



# 7. CORPORATE CLOTHING

## YOUR LOGO ON TÉLÉVERBIER CLOTHING



### Corporate Clothing

Senior management and the Board of Directors

40 x

Téléverbier staff

100 x

**VERBIER**  
4 VALLÉES 

PURE ENERGY



# CONTACT VERBIER 4VALLÉES

## AU PLAISIR DE VOUS RENCONTRER



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