



**ISMF WORLD  
CHAMPIONSHIPS**  
REGION DENTS DU MIDI 



# SPONSORING PORTFOLIO

**SKI MOUNTAINEERING WORLD CHAMPIONSHIPS**

MORGINS - MARCH 2<sup>ND</sup> - 8<sup>TH</sup>, 2025



# 2025 WORLD CHAMPIONSHIPS IN NUMBERS

1

world champion Swiss  
event ambassador

1

opening ceremony and  
closing ceremony

1

week of festivities

1

event village

400

athletes & their  
entourage

25

nations

5

racers:

Sprint, Individual, Team,  
Vertical, Mixed Relay





# SKI MOUNTAINEERING AT THE OLYMPIC GAMES

**In 2026, ski mountaineering will make its Olympic debut at the Winter Olympic Games in Milan!**

The 2025 World Championships will be a decisive event as a qualifying stage for the Olympic Games.

« Ski mountaineering is rapidly gaining popularity among winter sports enthusiasts. While Europe has witnessed the most significant surge in interest, in recent years an increasing number of enthusiasts, from professional athletes to amateurs, have eagerly embraced this sport on a global scale. »

Thomas Bach, President of the IOC



# GENERAL PRESENTATION OF THE DESTINATION

## Region Dents du Midi - Portes du Soleil

› One of the largest ski & bike recreational areas in the world

12

interconnected  
resort villages

600<sup>KM</sup>

slopes between  
France & Switzerland

## Morgins

*Resort village in Les Portes du Soleil.*

The last stop on the road to France and the gateway to the Val d'Abondance, Morgins is a vital link between the Swiss and French territories of Les Portes du Soleil. Known for its sporty, outdoorsy vibe and ruggedly alpine setting, Morgins is the perfect base camp for adventure. In summer, an extensive network of educational and scenic walking trails crisscrosses a landscape that is as comprehensive as it is diverse. In winter, Morgins is a prime destination for snowsports– and a skimo paradise. The famous Rando Parc, an official ski touring training ground adjacent to the ski slopes, allows skiers and ski tourers to co-exist in harmony.







# OUR VISION & OUR STRENGTHS

## Vision

We aim to host a Ski Mountaineering World Championship event that exceeds the standards set by our previous editions, notably the 2008 World Championships and the 2022 and 2023 World Cups. As a premier destination for both winter and summer sports, this is our chance to shine—to showcase our expertise and present a dynamic, positive image of Switzerland worldwide. We anticipate that this event will strengthen community solidarity, encourage diversity, and help lay the groundwork for a future built on these values—promoting the sport of ski mountaineering and leaving a lasting legacy in the process.

## Strengths

- › A ski touring park with 6 ski touring tracks
- › The experience garnered from hosting two World Cup events (2022 & 2023) and the 2008 World Championships
- › The expertise of a well-oiled organising committee with a large network of volunteers
- › A village centre that balances quaint charm with modern infrastructure, like a large multipurpose hall, to accommodate major events









# OUR VALUES



**Youth & Sport**



**Sustainability**



**Heritage**



**Sports, wellness  
& mountains**



**Ski touring  
for everyone**





# PROGRAMME

## **DI. 02.03**

Opening ceremony › Event Village

## **LU. 03.03**

Mixed Relay › Les Crosets

## **MA. 04.03**

Vertical › Morgins/Foilleuse

## **ME. 05.03**

Rest Day

## **JE. 06.03**

Sprint › Morgins/Géant

## **VE. 07.03**

Individual › Morgins/Foilleuse

## **SA. 08.03**

Team & Closing ceremony › Champoussin/Morgins





# MEDIA IMPACT

*Television (currently in negotiation)*

## International



## National



## Regional

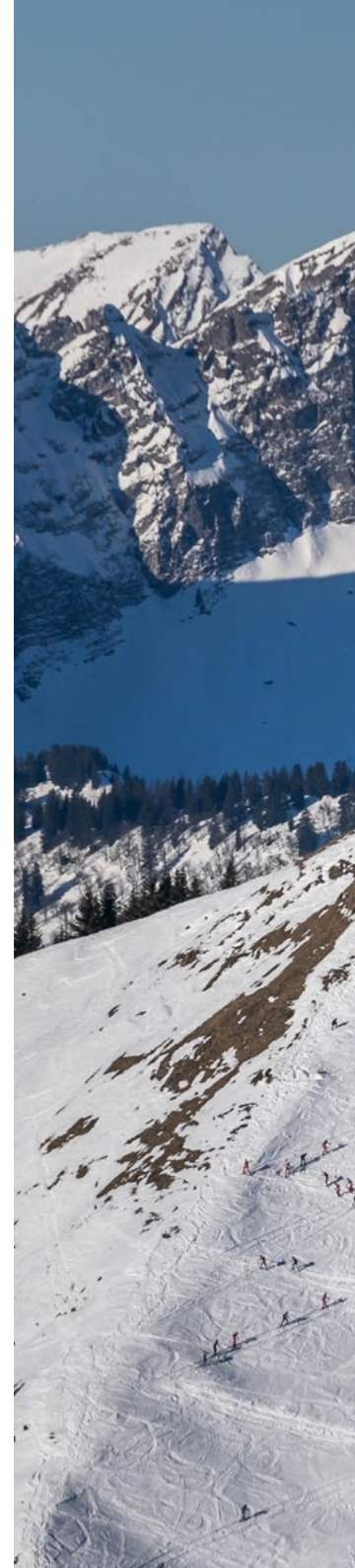


**PROCHE DE VOUS**  
[canal9.ch](http://canal9.ch)



## Events concerned

- › Sprint
- › Vertical
- › The Individual Race will be adapted to TV format







## Social & digital

**40**<sup>%</sup>

Anticipated  
growth  
over 5 years

**50**<sup>/50</sup>

Representation  
of female  
& male athletes

**300**<sup>K</sup>

Average number  
of views per  
content

## Print & digital press

International impact with significant national coverage

## ISMF Youtube channel

**4.9**<sup>K</sup>

Subscribers

**500**

Average number  
of viewers

**1000**

Viewers live  
(at peak)

**+100**<sup>K</sup>

Views per month

**+10.5**<sup>K</sup>

Growth of viewers  
per month



# SWISS SKI MOUNTAINEERING AMBASSADOR

## Rémi Bonnet



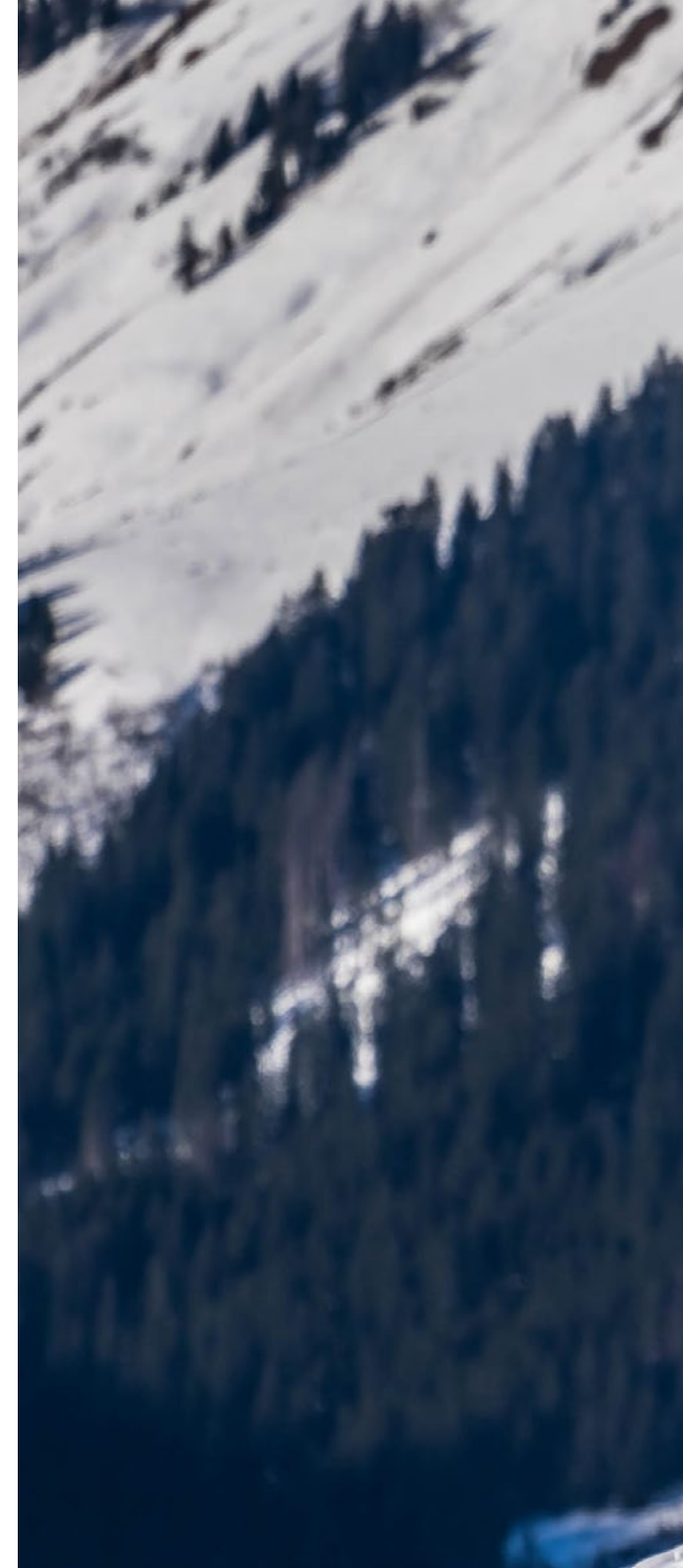
« Don't dream of victories,  
train to achieve them. »

### 2023 Titles:

- Winner Individual Race Adamello - World Cup
- 2nd Individual Race Coma Pedrosa - World Cup
- Winner Vertical Race Coma Pedrosa - World Cup
- Winner Vertical Race Morgins - World Cup
- Winner Individual Race Morgins - World Cup

### 2023 Ski mountaineering World Championships:

- Gold medal Vertical Race
- Gold medal Individual Race
- Winner Vertical Race Schladming - World Cup
- Winner Vertical Race Tromsø - World Cup
- Winner Individual Race Tromsø - World Cup









# SPONSORING PACKAGES



CHF 30 000



CHF 20 000



CHF 10 000

## Visibility

Your logo on digital platforms & official visuals

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• •

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Access to video and photo content

• • •

• •

•

Promotion booth on-site

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Exclusive branding features

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Personalised content production

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Customised social media posts creation

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Dedicated section of a race itinerary

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• •

Race bib

• • •

## Hospitality

VIP Packages

(exclusive dining experience with wine tasting, guided ski safari accompanied by a local champion, one-day lift pass, special access to race area, souvenir gift)

20 pax

10 pax

5 pax











# ISMF WORLD CHAMPIONSHIPS

REGION DENTS DU MIDI 

## Contact

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