



PARTNER DOSSIER 2024



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SWISS ENDURO SERIES

The Swiss Enduro Series (SES) is the established national mountain bike racing series in the Enduro and E-Enduro disciplines for Switzerland. The series enters its fourth season next year and is gaining popularity outside of Switzerland thanks to a growing international starting field.

The series aims to achieve the following goals:

- Organising events in all parts of Switzerland
- Race organisation and rules in line with international standards
- Simple implementation for local organisers
- Standardised structures for athletes
- Increase awareness of the enduro discipline in Switzerland
- Promotion of young talent
- 5 - 7 races per season

In close cooperation with the UCI Mountain Bike World Series (EDR + DHI) and Swiss Cycling, the structures and standards in the areas of safety, quality, organisation and experience are aligned at a world level.

With SES, local organisers and athletes are familiarised with international processes. This makes stepping onto the world racing stage easier.

SES LÖTSCHENTAL

September 2023





TIM BRATSCHI

Lapierre Gravity Development Collective



EXPERTISE

The Swiss Enduro Series team draws its experience and technical expertise from the organisation and implementation of the Enduro World Series, Continental Series and Helveti'cup events in Zermatt and Crans-Montana as well as the Downhill and Cross Country World Cup in Lenzerheide.

The SES team is completed by the Riders Board. This consists of active Swiss athletes from the Enduro World Series.

Collective experience of the SES team:

- | | |
|--|--------------|
| • Swiss Enduro Series | from 2021 |
| • Sports Coordination UCI MTB World Series | 2023 |
| • Expert Committee Gravity Swiss Cycling | from 2021 |
| • EWS Crans-Montana | 2021 - 2022 |
| • TRAILLOVE Festival | 2018 - 2020 |
| • EWS Zermatt | 2019 - 2020 |
| • EWS-E Zermatt | 2020 (Debut) |
| • DH / XC World Championships Lenzerheide | 2018 |
| • Continental Series Zermatt | 2018 |
| • Helveti'cup Zermatt | 2018 |
| • DH / XC World Cup Lenzerheide | 2017 |

COMMUNITY EVENT

Bike Kingdom, 2023



RACE PROCEDURE

Each course consists of 4 - 6 Stages (trails). The stages are connected with transfers. Transfers may include lifts and shuttles. The time is measured and cumulated exclusively on the stages. The fastest overall time wins the respective category.

The course must be developed in compliance with the following key points.

Race	1 Day
Training	1 Day (each stage may be ridden max. 1x)
No. of participants	300 - 400
Stages	4 - 6
Length per Stage	2 - 20 Minutes (fastest participants)
Total length	min. 20 Minutes (fastest participants)
Uphill per Stage	max. 10%
Uphill total	500 - 1500m (without Lift / Shuttle)
Feedzone	min. 1 Station with Water & Food
Tech. Zone	Repair station in the Hub

YSALINE VAN KAMPEN
2nd Series Overall 2023



REASONS FOR A PARTNERSHIP

We are strongly committed to the sport, youth development and attach great importance to a healthy mountain bike community.

We have already achieved a lot with the series and the people we reach continues to grow.

Here are a few facts and figures from the 2023 season:

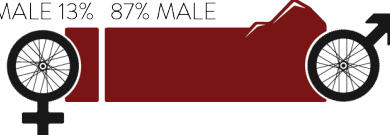
2'208
REGISTRATIONS



6/6 SOLD OUT RACES



295 1'913
FEMALE 13% 87% MALE



75'333
WEBSITE VISITS



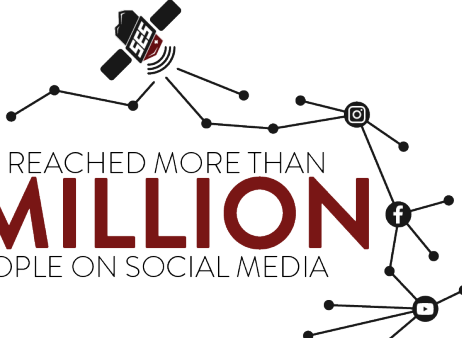
40
NATIONS
AT THE START



389 KM
OF SWISS TRAILS
RIDDEN AT OUR
RACES



WE REACHED MORE THAN
1 MILLION
PEOPLE ON SOCIAL MEDIA



11
PRESS RELEASES
IN
17
DIFFERENT
MTB MAGAZINES



WE ONCE AGAIN
CROWNED THE
**SWISS
CHAMPIONS**

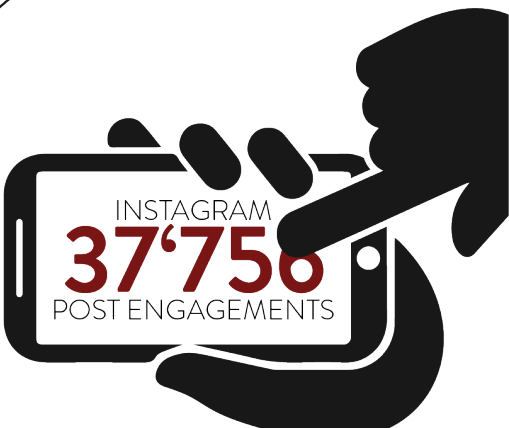


369'761
VIDEO PLAYS

CLICK TO PLAY



INSTAGRAM
37'756
POST ENGAGEMENTS



*Data from squarelovin.com, Valid: Oktober 2023

CALENDER 2024

MAY

-

JUNE

Round 1

JULY

-

AUGUST

Round 2

Round 3 (tbc)

Round 4

SEPTEMBER

Round 5

Round 6 (tbc)

OCTOBER

-



MIRCO WIDMER
BiXS Factory Racing





KATY WINTON
GT Factory Racing



SERIES NAMING PARTNER

The Series Naming Partner literally gives the Swiss Enduro Series its name and thus identifies very strongly with the series. The partner name will always precede 'Swiss Enduro Series' and will be used in all forms of communication.

Services SES

- Primary logo presence roll out / finish / podium
- On track branding
- Possibility of logo presence on start arch
- Logo presence on course signage
- 10km race tape per race
- Optional Tech. Zone at the races
- Prominent logo presence website
- Prominent logo presence on result sheets
- Prominent Logo presence Recap Video (per race)
- Expo area at the races 12m x 12m
- Option for social event at the races
- Possibility for raffle of products
- Possibility to present products
- 5 social media posts per season
- Content production in connection with SES

Services Partner

CHF 50'000
Advertising material

Exclusivity

exclusive, 1 Naming Partner



POWERED BY PARTNER

As a Powered by Partner, the series is always communicated as the ,Swiss Enduro Series powered by‘.

The partner logo will always be included with the SES logo on all printed materials and productions. Of course, this also applies to online presence.

Services SES

- Integration in naming and logo
- Logo presence roll out / finish / podium / course
- On track branding
- 10km race tape per race
- Logo presence website
- Logo presence on result sheets
- Logo presence Recap Video (per race)
- Expo space at the races 12m x 12m
- Option for social event at the races
- Possibility for raffle of products
- Possibility to present products
- 3 social media posts per season
- Content production in connection with SES

Services Partner

CHF 30'000
Advertising material

Exclusivity

exclusive, 1 Powered by Partner



MAJOR PARTNER


To support our Major Partners, we offer tailor-made solutions to maximise interaction with your potential customers. In addition to the classic SES benefits, events and services are created on behalf of our Major Partners.

Services SES

- Logo presence website
- Logo presence result sheets
- Logo presence Recap Video (per race)
- 5km race tape per race
- Expo space at the races 12m x 6m
- Option for social event at the races
- Possibility for raffle of products
- Possibility to present products
- 3 social media posts per season

Services Partner


CHF 12'000 (Season)



COFFEE SESSION

The session can be managed by BikeMedia.


Cost per Race: **1'000 CHF**



AFTER PRACTICE DRINK


The social event can be managed by BikeMedia.

Cost per Race: **1'000 CHF**



TECH ZONE


The partner provides the service and infrastructure for a mobile workshop for the participants.



CULINARY

Pasta Party, Open Grill, Gelato Party, etc.


Handling can be taken over by BikeMedia for **1'500 CHF**.



COMMUNITY EVENTS

Long jump/high jump, wheelies and small contests.

Handling can be taken over by Bike-media for **1'000 CHF**.

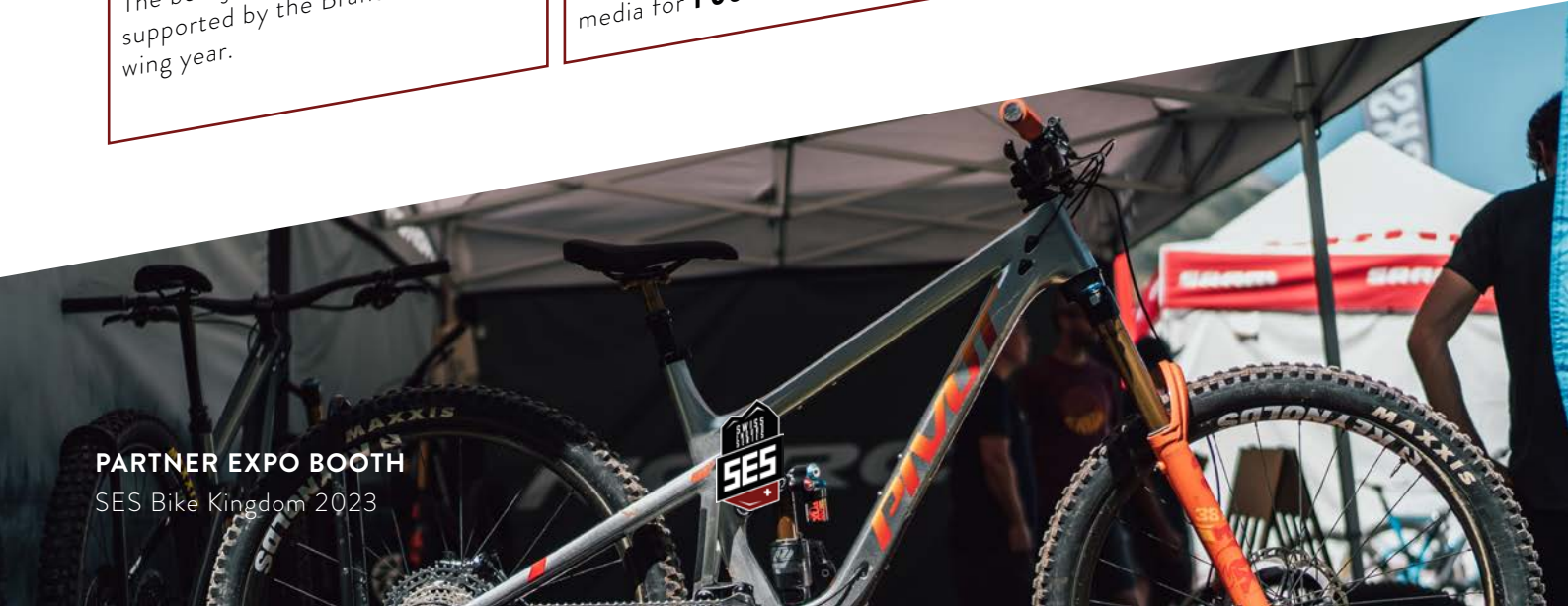


JUNIOR TALENT AWARD

The best juniors are selected and supported by the Brand the following year.

PARTNER EXPO BOOTH

SES Bike Kingdom 2023





COFFEE SESSION

Wake up everyone!

Bikers: are big coffee fans and love the wake-up drink at registration or roll-out.



AFTER PRACTICE DRINK

After training, many people spend time in the hub.

The perfect opportunity for a cool drink and tech talk.



TECH ZONE

Tech. Support for the participants.
Spare parts can be sold directly, but the service itself should be free of charge.



JUNIOR TALENT AWARD

Any kind of support for young talent is welcome.

Prizes, sponsorship or camps for juniors.



COMMUNITY EVENTS

The spectacle after the race!
Immediately after the podium, community competitions are organised.



KULINARIK

Simple food that brings the scene together at one table.
A nice way to give something back.



SUPPLIER

The Suppliers are allowed to put themselves in the limelight at every race of the season. Be it on-site or in online communications.
Together, we will develop an attractive integration into the series.

Services SES

Logo presence website
Logo presence result sheets
Logo presence Recap Video (per race)
Expo space at the races 3m x 3m
Possibility for raffle of products
Possibility to present products
2 social media posts per season

Services Partner

CHF 6'000
Material or services
for communication purposes

Exclusivity

none - multiple Suppliers

Examples

- Möhl Cider Clan podium bottles
- Focus Water as a giveaway for the participants
- Lings insurance for race day

RIDER GIVEAWAYS

Registrierung / Finisherdrinks



WWW.SWISS^{ENDURO}.CH

CONTACT

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