



L P L

LAUSANNE PREMIER LEAGUE



**PROPOSAL
SPONSORSHIP**

**SEASON 2024 - 2025 SPORT FOR
COMPANIES**

www.lausannepremierleague.ch





Index

SUBJECT

The LPL League and Tournament

Previous sponsors

Sponsorship packages

Price distribution

Brand Reach

Event locations

Activation of our Partnership



The Inter-Company League

The Business Football League is an exciting initiative that brings together local businesses in an atmosphere of sporting camaraderie. Our summer league and tournament offer a unique experience that combines healthy competition, teamwork and strengthening bonds between companies. Here is what makes our league special:

Team spirit:

The league encourages a strong team spirit within participating companies. Teams collaborate, support each other and strengthen their relationships through friendly sporting competitions.

Balance between work and leisure:

The league offers employees the opportunity to relax, to let off steam on the football field. In the field, participants find a pleasant escape from the rigors of the professional world.

Networking and Sponsorship Opportunities:

With our league, we want to give companies the space to show their values inside and outside the championship, and give them the opportunity to be contacted by our sponsors and vice versa.

Positive reinforcement of the competition thanks to sponsors:

While the pleasure of playing and having fun are essential elements of our values, we also want to reward our winners for their consistency, teamwork and competitiveness.

It is our sponsors who will have the honor of positively reinforcing these teams thanks to the incredible prizes that they will be able to offer them.



The Inter-Company Tournament

The Business Football Tournament is an exciting initiative that brings together 16 local businesses in an atmosphere of sporting camaraderie. Our tournament offers a unique, limited experience that combines healthy competition, teamwork and strengthening bonds between businesses. The Inter-Company Tournament is a sporting event which is an extension of our weekly LPL-Inter-Company league. While the league provides regular competition, the tournament is an opportunity for teams to showcase their talent in an intensive, condensed format.

The Inter-Company Tournament: A unique competition

The Inter-Company Tournament is a sporting event organized by Lausanne Premier League. It is an amateur football competition where teams, representing different companies, compete in an intensive and condensed format. Designed as an extension of our weekly LPL-Inter-Company league, this tournament provides a unique opportunity for businesses to build team spirit, promote health and wellness, and connect with others businesses in the region.

Our difference

We offer a great atmosphere with incredible open air, live music, on-site catering, and above all incredible prizes from our sponsors for our players.

We will also stream the entire tournament on YouTube so that more viewers can follow the tournament.

Our values

We believe in the power of sport to strengthen connections, encourage healthy competition and promote health and well-being. Every event we organize is imbued with these values, ensuring a positive experience for all participants.

Previous sponsors





Sponsorship Offers

Our objective is 35,000 CHF in sponsorship

	Gold	Silver	Bronze
Contribution (CHF)	8'250 CHF and prizes in products or services for the different winners	4'500 CHF and prizes in products or services for the different winners	3'200 CHF and prizes in products or services for the different winners
Exclusive naming rights for the season or main cup of the league and tournament	✓		
Prominent logo on official team kits for the league.	✓		
Promotion on social networks and Facebook ads campaigns.	✓		
Predominant logo during the transmission of a match on YouTube of the tournament and the league.	✓	✓	
Featured in the Weekly Newsletter with the possibility of direct promotion of products or services.	✓	✓	
Use of open space on select league dates for exclusive promotions or branded experiences	✓	✓	
Naming rights for specific events within the league.	✓	✓	
Logo on promotional materials and website.	✓	✓	✓

Sponsorship Offers

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Invitation for pre-competition and post-competition outings with the teams.	✓	✓	✓
Contact with member companies and organization of qualified meetings.	✓	✓	✓
Presence in the Weekly News Bulletin.	✓	✓	✓
Present with a physical stand during the tournament and league.	✓	✓	✓
Possibility of contributing to the welcome kit for our participants.	✓	✓	✓

Friends of the League

Interested in supporting the League with a different amount or other types of donations? Please contact us
info@lausannepremierleague.ch

Prize to be awarded Inter-Company League

Prize name with the award of a fictitious company as an example:



**Champion
Coupe d'or
Dieci10**

Prizes for the team in
terms of Dieci10 products
and services



**Vice Champion
Coupe d'or
Dieci10**

Prizes for the team in
terms of Dieci10
products and services



**Silver Cup
Champion
Helsana**

Team awards for Helsana
products and services

Other titles to be awarded:



**Vice champion
silver cup**



**Best player
of the
Championship**



**Best striker
of the
Championship**



**Best goalkeeper
of the
Championship**

Prize to be awarded Inter-Company Summer Tournament

Prize name with the award of a fictitious company as an example:



**Champion
Coupe d'or
Dieci10**

Prizes for the team in
terms of Dieci10 products
and services



**Vice Champion
Coupe d'or
Dieci10**

Prizes for the team in
terms of Dieci10
products and services



**Silver Cup
Champion
Helsana**

Team awards for Helsana
products and services

Other titles to be awarded:



**Vice champion
silver cup**



**Best player
of the
Tournament**



**Best striker
of the
Tournament**



**Best goalkeeper
of the
Tournament**

Brand reach. The potential impact.

SPONSORSHIP PACKAGE

Gold

Direct range:

Summer tournament:

Around 200 participants are expected, with an expected audience of 100 to 200 people on site.

Location: UNIL university sports center.

Weekly League: Each league date brings together an average of 160 participants (15 dates in total). Over a period of 10 weeks, with an early audience at each meeting.

Location: EHL Sports Center.

Brand exposure:

Team jerseys: 16 teams x 15 players = 240 displays, logo on chest or back.

Live streaming and video of the dates: projection of 5000 cumulative views at the end of the league.

Exposure assessment:

Value per person: With a contribution of 8,250 CHF, the exposure value per person is approximately 25.78 CHF.

Cost per sporting event: if we consider 16 events (15 championship dates + 1 tournament day), the cost per event day is approximately CHF 1.61 per person.

Our events

Inter-company league

League made up of 16 company teams

When? August - Nov 2024

Where? EHL

- 10 weeks of competition
- 15 competition dates
- 2 private post-competition and pre-competition events



Inter-company summer tournament

The tournament is made up of 16 business teams

When? June 29, 2024

Where? UNIL Sports Center





Activation of our Partnership

Please consider a partnership with the Lausanne Premier League. To facilitate the activation process, we offer several methods. Please find details below to initiate our potential collaboration. We are at your disposal for any questions or clarifications.

TWINT

You can activate our partnership via TWINT by scanning the QR code.



Lausanne Premier League



WERE GOING

For activations via bank transfer, please use the following information:

Name of holder: Lausanne Premier League IBAN: CH71 0024 3243 6199 7001 F
Bank: UBS AG BIC/SWIFT: UBSWCHZH80A

Other activation methods:

We also accept activations by other methods, e.g. credit card, PayPal, etc.. Please contact us for more information.



LPL

LAUSANNE PREMIER LEAGUE

THANKS

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