



PARTNER  
DOSSIER 2025



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# SWISS ENDURO SERIES

The Swiss Enduro Series (SES) is the established national mountain bike racing series for the Enduro and E-Enduro disciplines in Switzerland. The series enters its fifth season and is gaining popularity outside of Switzerland thanks to a growing international 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 the SES, local organisers and athletes are familiarised with international processes. This makes stepping onto the world racing stage easier.

## TECH ZONE

Important touching point with participants





EINSIEDELN - FINAL ROUND

2024



# EXPERTISE

The Swiss Enduro Series team draws its experience and technical expertise from the organisation and implementation of the UCI Enduro World Cup, Enduro World Series, Continental Series as well as the Downhill and Cross Country World Cup in Lenzerheide.

Collective experience of the SES team:

- UCI Enduro World Cup Aletsch Arena / Bellwald 2024
- Swiss Enduro Series from 2021
- Sports Coordination UCI MTB World Series from 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
- Helveticup Zermatt 2018
- DH / XC World Cup Lenzerheide 2017

## COMMUNITY EVENT

Specialized Brrap Off in Lenzerheide



# RACE PROCEDURE

Each course consists of 4 - 6 Stages (trails). The stages are connected via transfers. Transfers may include lifts and shuttles. 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)
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

## PRODUCT INTEGRATION

Kärcher wash boxes at the SES





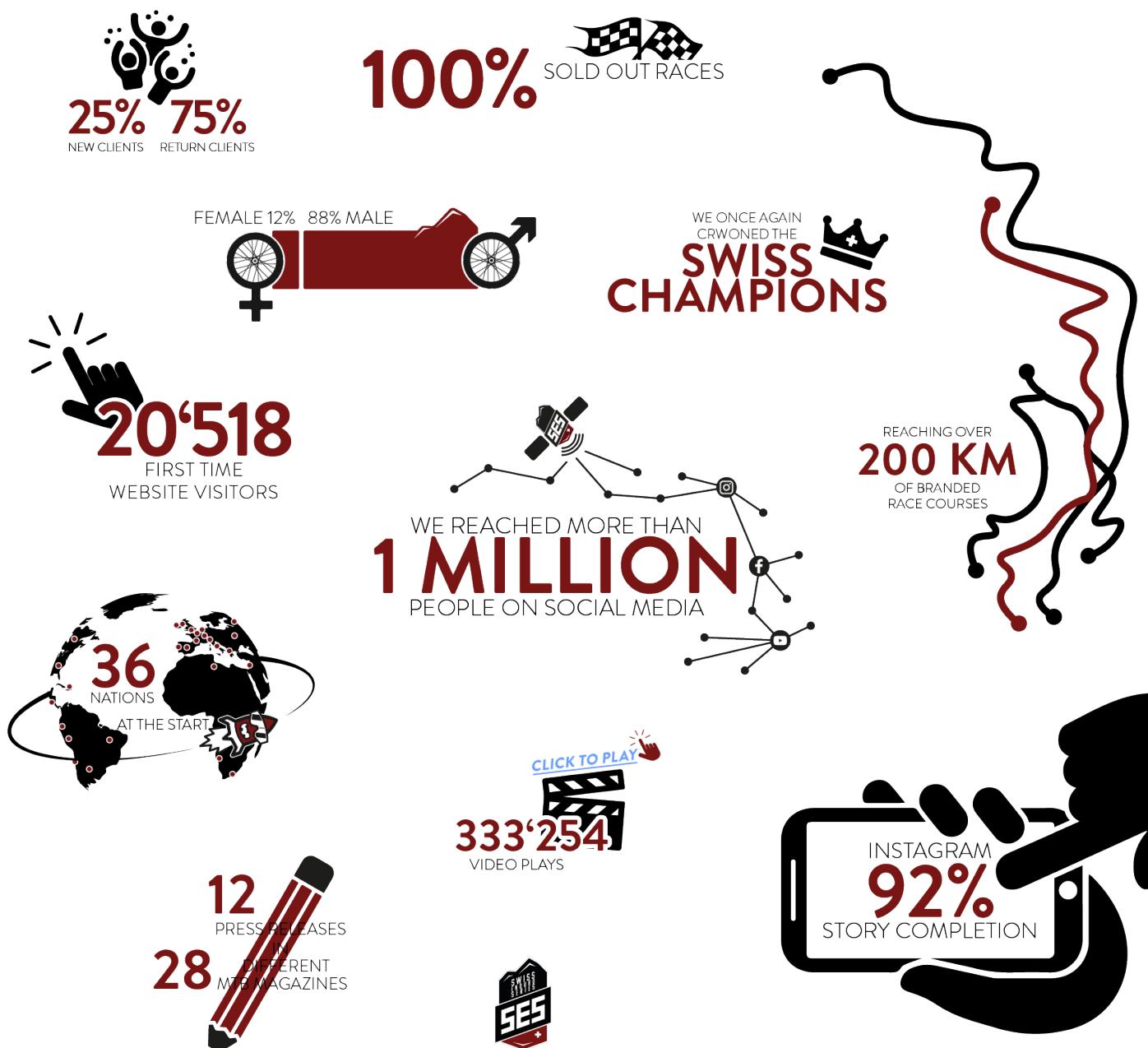
**BRANDING HUB**  
El Tony Chill Out Zone



# REASONS FOR A PARTNERSHIP

As an SES partner, you get more than just exposure - you connect yourself to mountain biking values. From visibility at exciting race events to fostering authentic relationships with an engaged audience, partnering with SES promises: excitement, authenticity and the opportunity to showcase your brand to the world of mountain biking. The series has already made a big impact, reaching many people, and we don't see it slowing down anytime soon.

Here are a few facts and figures from the 2024 season:



# CALENDAR 2025

## JULY

Round 1

## AUGUST

Round 2 + SM

Round 3

Round 4

**FLIMS X LAAX**



**PIANA DI VIGEZZO**



# OVERVIEW

We see the following structure as a guideline and is intended to ensure transparency, as we aim to find the ideal solution for both sides in every partnership. Tailor-made and authentic solutions that respect the resources of our partners are important to us.

	SERIES TITLE PARTNER	POWERED-BY PARTNER	MAJOR PARTNER	SUPPLIER
Naming of the series	✓			
Involved in the Look & Feel	✓			
Partner specific Content production	✓	✓		
Logo presence Podium	✓	✓	✓	
Digital logo presence Website / Results/ Recap Videos	✓	✓	✓	✓
Expo Area	150m <sup>2</sup>	36m <sup>2</sup>	18m <sup>2</sup>	9m <sup>2</sup>
Social Media Posts	5	3	3	2
Media from the events	✓	✓	✓	✓
Raffle of products	✓	✓	POSSIBLE	POSSIBLE
Samplings at each race	✓	✓	POSSIBLE	POSSIBLE
Race tape	✓	✓	✓	POSSIBLE
Costs for partners	CHF 50'000	CHF 30'000	CHF 12'000	CHF 6'000
Exclusivity	YES	YES	NO	NO





RACE COURSE BRANDING

Kärcher finish jump Airolo 2024



# SERIES TITLE 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  
Race tape  
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  
Live TV / Live Tracking possibility

## NEW!

## Services Partner

CHF 50'000  
Advertising material

## Exclusivity

exclusive, 1 Naming Partner



# POWERED BY PARTNER



As the 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  
Race tape  
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

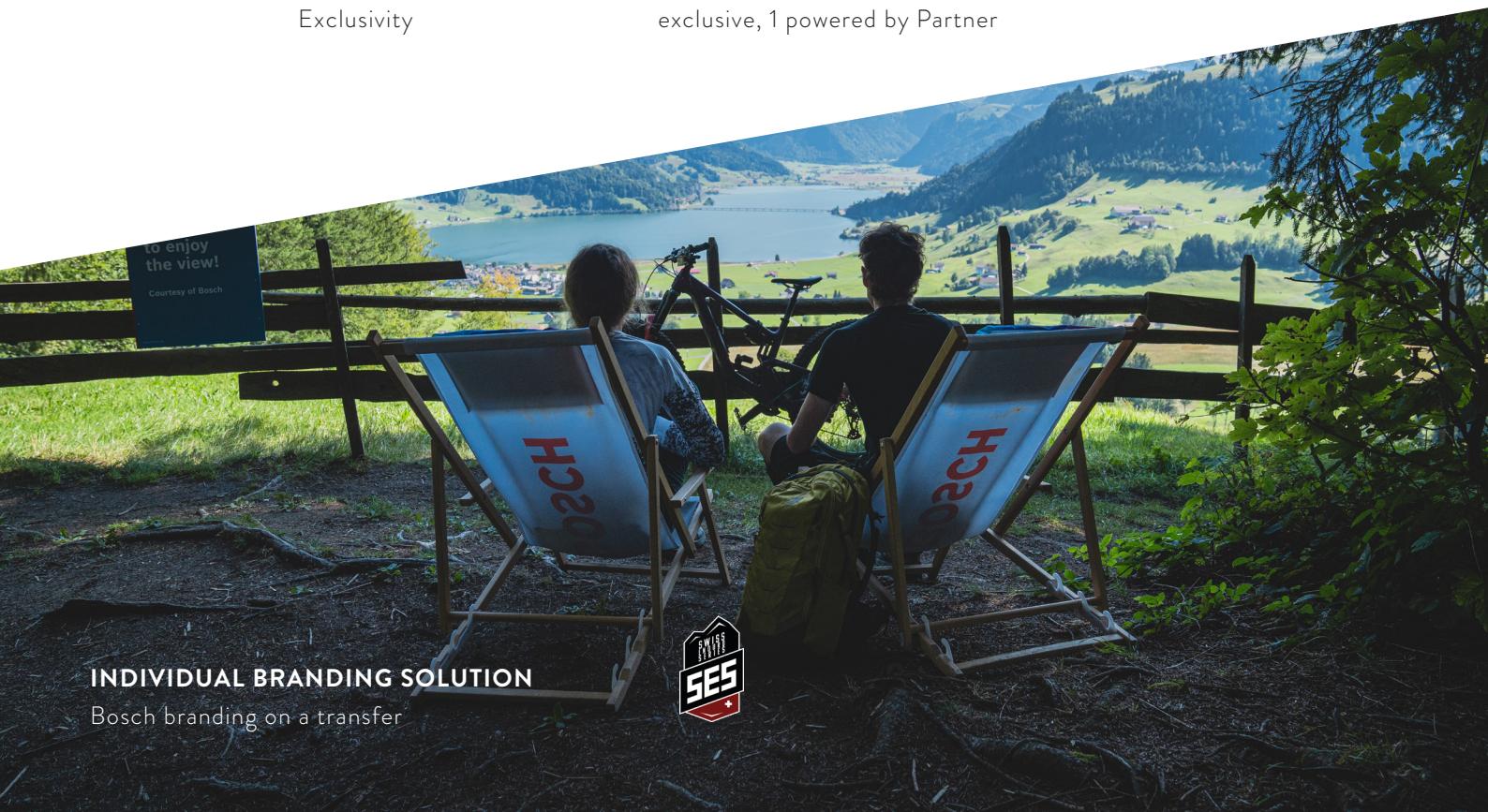
CHF 30'000  
Advertising material

## Exclusivity

exclusive, 1 powered by Partner

## INDIVIDUAL BRANDING SOLUTION

Bosch branding on a transfer



# 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**

**JUNIOR TALENT AWARD**  
The best juniors are selected and supported by the Brand the following year.

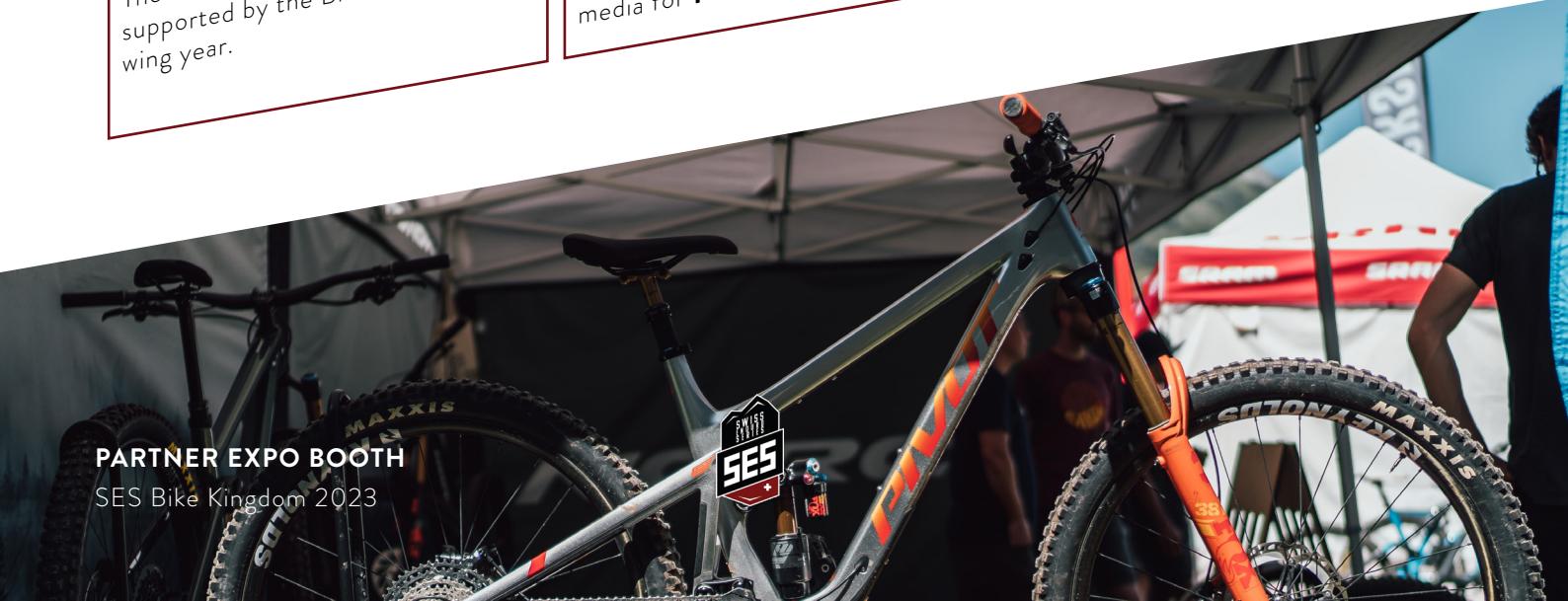
**COMMUNITY EVENTS**  
Long jump/high jump, wheelies and small contests.  
Handling can be taken over by BikeMedia for **1'000 CHF**.

**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**.

## 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 training or the race! Immediately a great day on the hill, community competitions are organised.



## CULINARY

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





# SUPPLIER

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

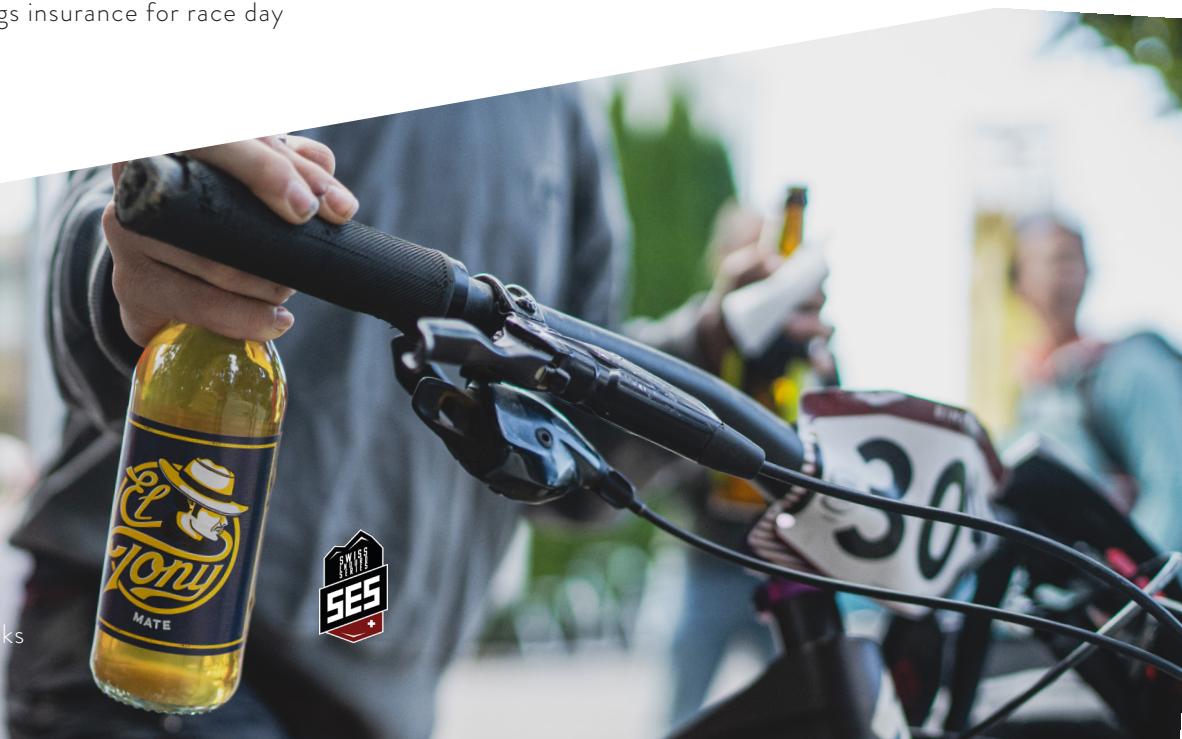
none - multiple Suppliers

## Examples

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

## RIDER GIVEAWAYS

Registration / Finisher drinks



WWW.SWISSENDURO.CH

## CONTACT

BikeMedia AG  
Seevorstadt 17  
CH-2502 Biel

Series Manager  
**Nicolas Wicki** | [nicolas.wicki@bikemedia.ch](mailto:nicolas.wicki@bikemedia.ch)

Race Coordinator  
**Max Willis** | [max.willis@bikemedia.ch](mailto:max.willis@bikemedia.ch)

Communication | Athlete Management  
**Matthias Kennel** | [matthias.kennel@bikemedia.ch](mailto:matthias.kennel@bikemedia.ch)

