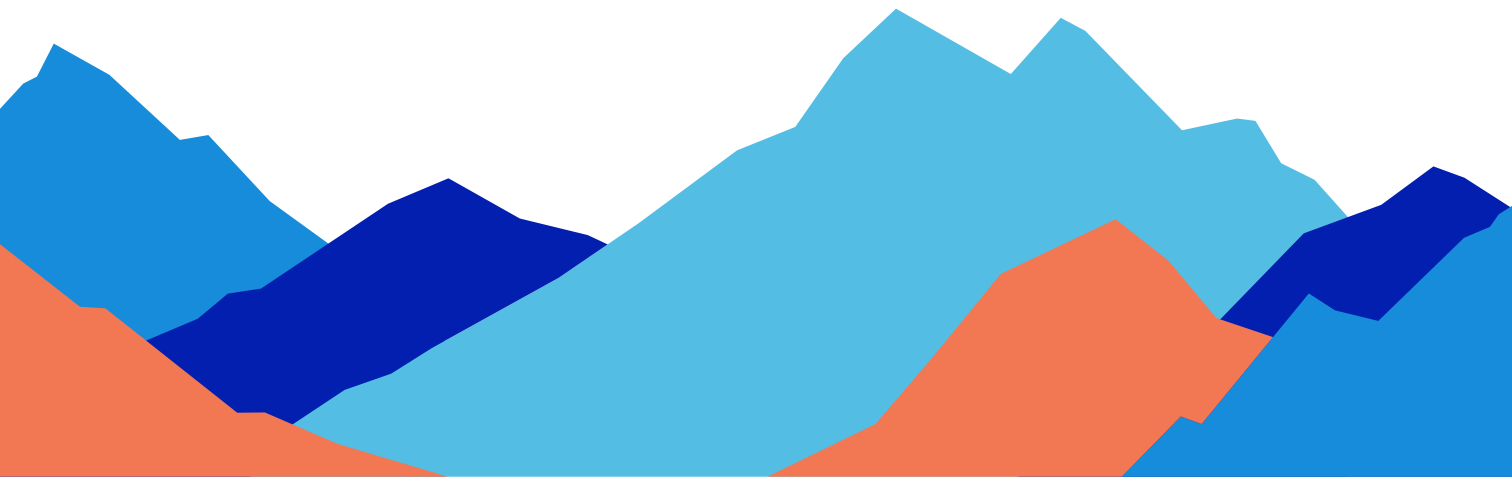




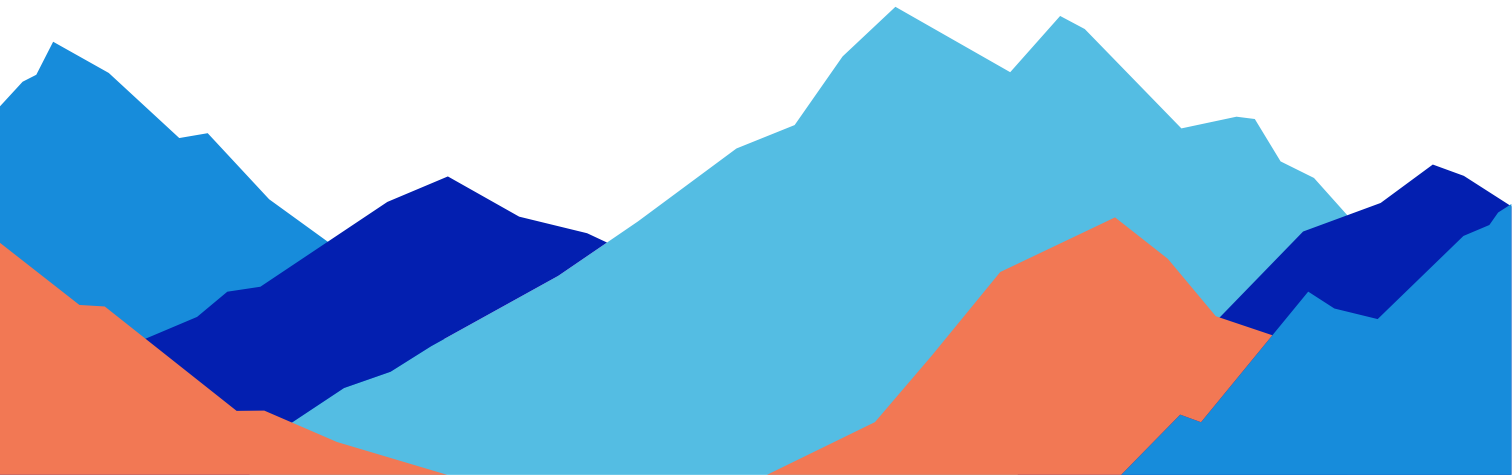
SNOWDAYS24

from 29th February
to 3rd March 2024*

Snowdays in numbers
Guide for sponsors



WHAT IS SNOWDAYS?



Since 2003, Snowdays has been bringing together hundreds of students who share a passion for winter sports, set against the stunning backdrop of Trentino-Alto Adige. Participants from leading European universities come together for three unforgettable days, dedicated to sports, friendship, and fun. This year, as we prepare to host the 18th edition of Snowdays, we are truly excited to make it the best event to date, dedicated to craft an exceptional and unforgettable experience for all participants. The continued confidence of hundreds of students in this event is evidenced by

the participation of up to 800 students in this year's edition of Snowdays, reaffirming its status as Europe's largest winter sports event organised by students, for students!

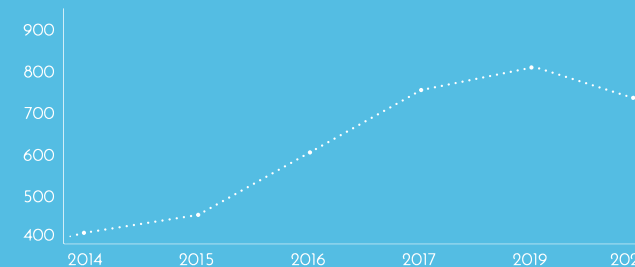
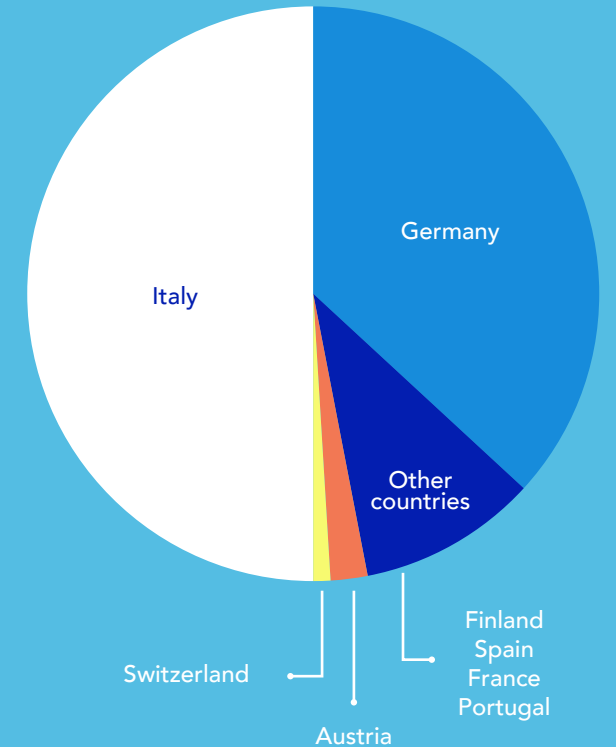


PARTICIPANTS

MANUEL, 23

Bachelor in Business Administration,
Frankfurt School of Finance & Management

Snowdays was epic! Three days of skiing and having fun with mates from all over Europe while simultaneously networking with local companies. I met professionals of a consulting company, even got a job offer from a local company. Best experience ever!



Snowdays had the pleasure to host many renowned Universities such as: WHU, TUM, LMU, ESB, Università di Bologna, Università Bocconi, Università di Torino, Maastricht University, HEC Lausanne, University of St. Gallen, Frankfurt BS.

LISA, 25

Master in Strategy and International
Management, EBS University

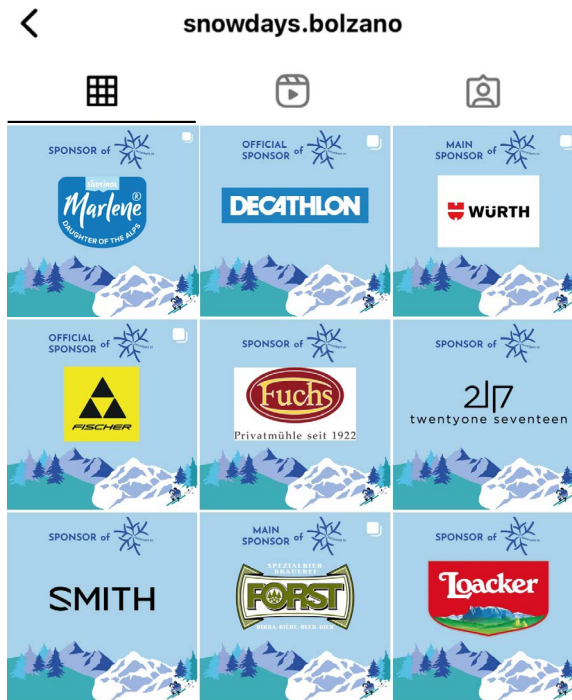
I'm not the pro skier type, but the mountains? Obsessed! Snowdays was an absolute blast! We skied, laughed, and had so much fun with energetic students from all over Europe. Also I met this eco-friendly sports brand and now I'm hoping to start a career with them. Can't wait for next year's Snowdays!

ONLINE

Sponsoring an event like Snowdays offers a unique opportunity to introduce your brand to reach a young and fresh audience. Through Snowdays' established online platforms on Instagram, LinkedIn, and Facebook, you can enjoy increased brand exposure to a dynamic, youthful audience. You can leverage the event's reach and engagement to associate your brand with excitement and adventure, creating positive online brand resonance within this community.

"Snowdays is like Christmas, you wait for it all year long and once it's over you want to have it again."

-Facebook Review from Oliver G.



← Snowdays 🔍



Snowdays

"Mi piace": 4888 • Follower: 4903

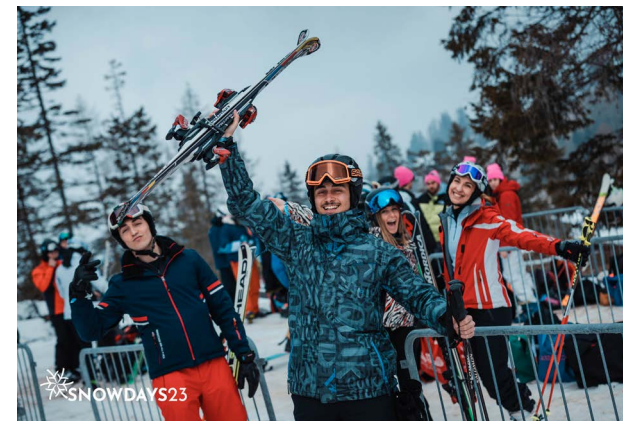
Bolzano Snowdays is Europe's biggest winter sports event organised by students for students.

Messaggio Ti piace ...

OFFLINE

You, the sponsor, will also have the unique opportunity to connect with students offline, right at the heart of the Snowdays event. Through prominently displayed banners, flags, stands, and advertising materials, you can significantly boost your brand's visibility and recognition among the student community. We also foster personalised collaborations, such as branding staff jackets and naming event activities after

our valued sponsors, ensuring a lasting and vivid impression on participants well beyond the event. To enhance this offline connection with the sponsors, we provide every participant with a special welcome-bag, filled with sponsored products and exclusive event memorabilia, like the official event t-shirt featuring sponsor logos and an further promotional material.



PACKAGES

(All packages are flexible)



SILVER

Feature in Booklet: Your logo featured prominently in the official event booklet.

Aftermovie inclusion: Placement of your logo in the Snowdays aftermovie.

Website Presence: Inclusion of your logo and a hyperlink on the Snowdays website

Social Media Promotion: A dedicated pre-event and post-event promotional post across Snowdays' official Facebook, Instagram, and LinkedIn profiles.

Welcome Bag inclusions: Your promotional gadgets and flyers included within the welcome bags provided to participants.

Promotional Material at the official Basecamp: The display of your promotional materials, such as banners, tents, and flags.

GOLD

T-Shirt Branding: Inclusion of your logo on event T-shirts worn by participants.

Social Media Promotion: A dedicated promotional post on both Facebook and Instagram during the event.

Exhibition Booth: Exclusive placement of your company's stand within the Sponsor-Area.

Cross-Promotion: The sharing of the sponsor's official social media account or website through Snowdays' platforms.

Visual Brand Integration: Logo or product placement within official event photographs and the Aftermovie.

(Contains silver package)

PLATINUM

Branded Event Activity: An exclusive competition or activity during the event, recognised with the sponsor's name.

Branded Merchandise: Logo placement on event-specific products.

Social Media Engagement: Two strategically timed posts during the event on both Facebook and Instagram platforms, supplemented by one story in real-time event coverage per platform.

Career Opportunities: The exclusive opportunity to access the resumes of participants for the purpose of connecting with potential talents.

(Contains gold and silver packages)



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snowdays@unibz.it
[@Snowdays_bolzano](https://www.instagram.com/Snowdays_bolzano)

