



**SNOWDAYS25**

# WHAT IS SNOWDAYS?

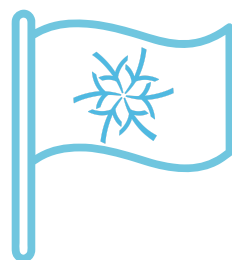
Since 2003, with the support of **unibz**, Snowdays brings together hundreds of university students who are passionate about winter sports, immersed in the beautiful scenery of Trentino-Alto Adige. Participants from **leading European business schools and universities** come together for three unforgettable days of sport, networking and fun.

Our basecamp will welcome the participants in the wonderful ski areas of the Dolomites, while our parties signed Snowdays25 will create unforgettable memories.

Today, **Snowdays is still the biggest winter sports event in Europe organised by students for students!**



# SNOWDAYS25 IN PILLOLE



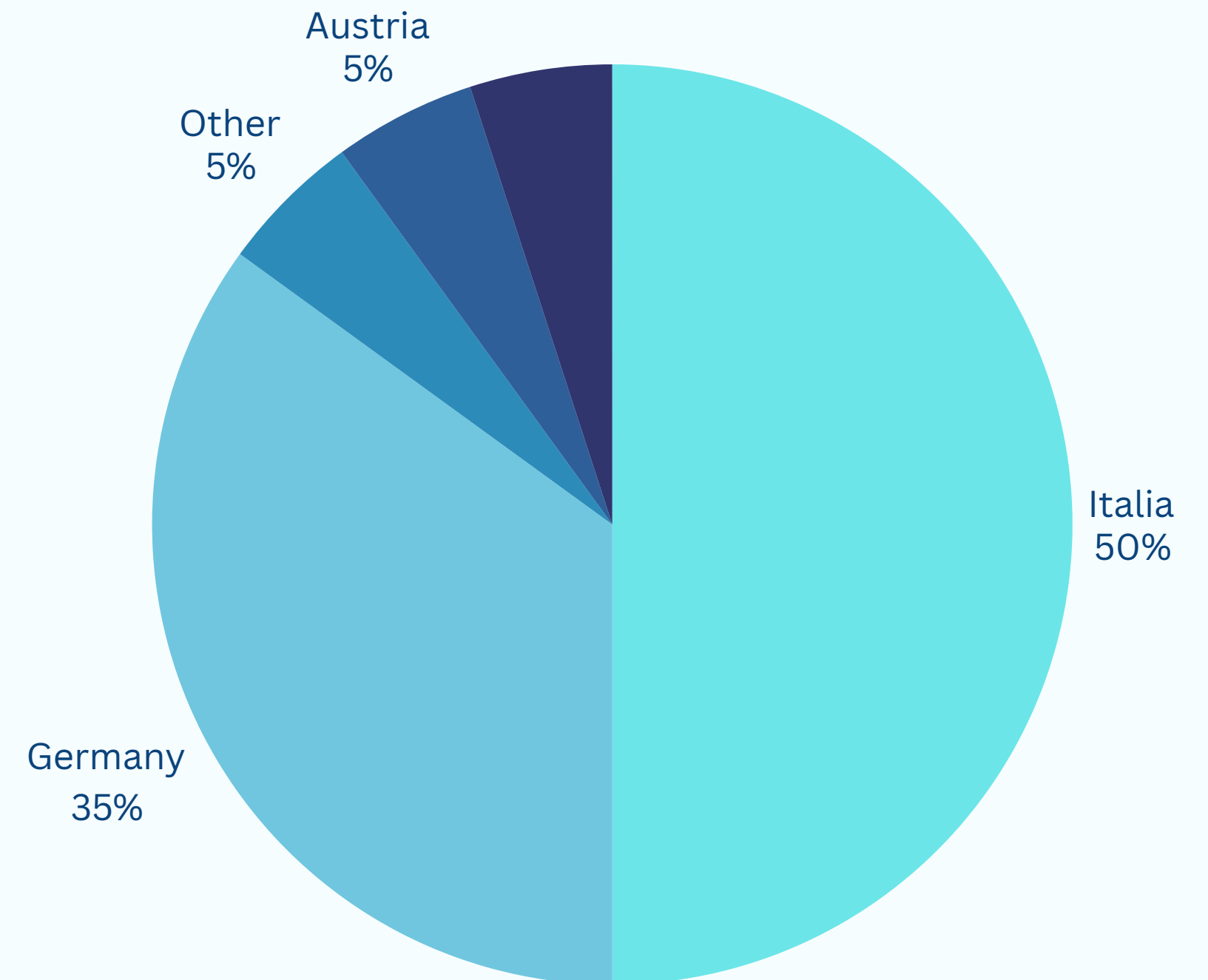
**700 participants**

**February 2025**

**Bolzano, Alto Adige**

# WHO TAKES PART IN SNOWDAYS?

Snowdays and unibz had the pleasure of hosting many **Business Schools** and **renowned universities** such as: WHU, TUM, LMU, ESB, University of Bologna, Bocconi University, University of Turin, Maastricht University, HEC Lausanne, University of St. Gallen, Frankfurt School of Finance and Management, ESMT Berlin, NOVA School of Business and Economics.



*\*dati riferiti alle edizioni passate di Snowdays*

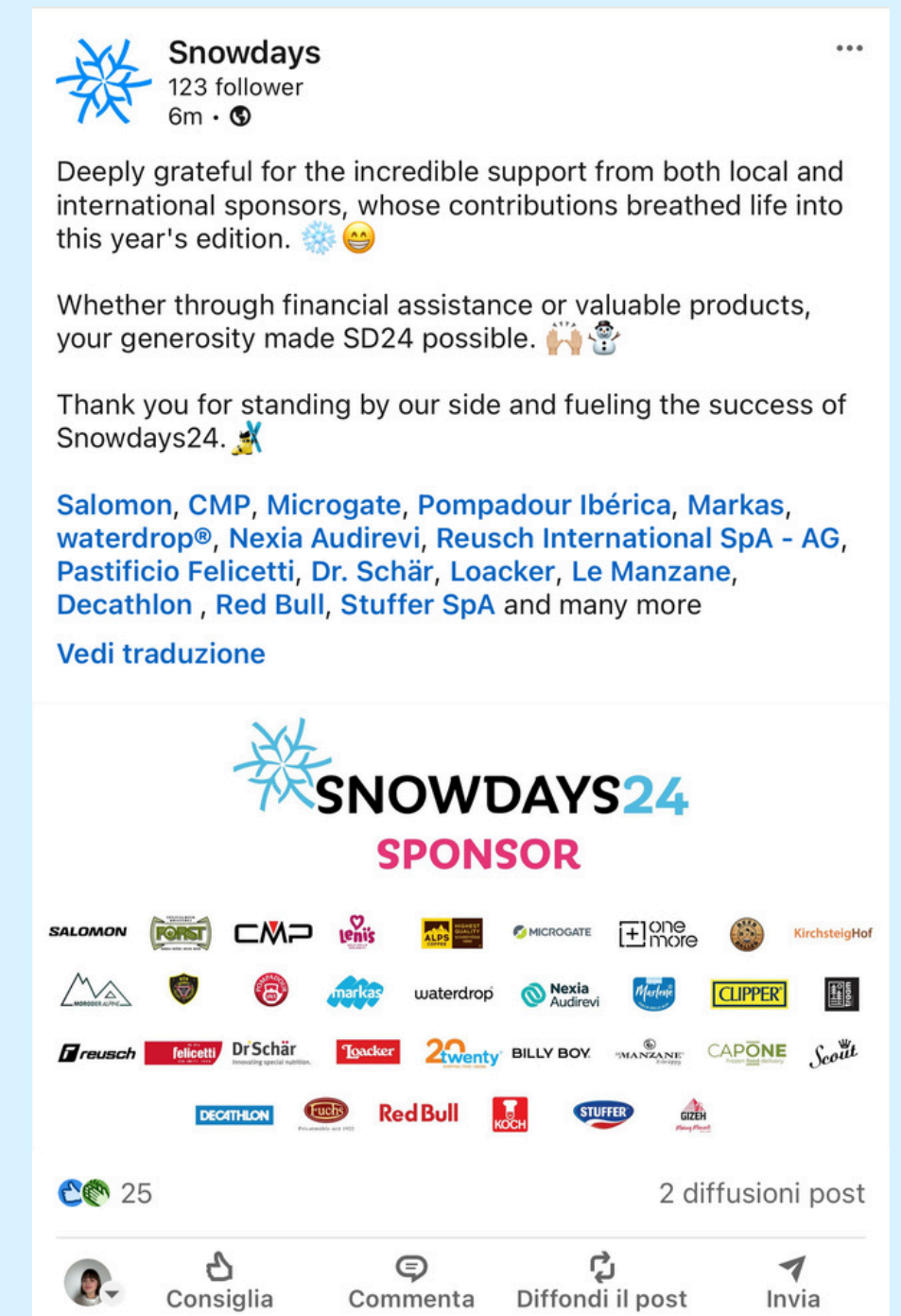


# SNOWDAYS25 - WHY BECOMING PARTNER?

## ON SOCIAL MEDIA

Becoming a partner of Snowdays25 offers a unique opportunity to **introduce your brand to a young and diverse audience**, composed by students from the most prestigious European universities. Snowdays25, thanks to its well-established platforms such as **LinkedIn, Instagram, TikTok and Facebook**, allows you to reach a wide audience and increase the brand visibility significantly.

The event offers an opportunity to associate your brand with positive experiences such as **networking, sports and entertainment**, elements strongly related to the event Snowdays25. By leveraging the **international reach** and **high level of interaction** of the event, your brand will benefit from a greater **online resonance**, creating a link with a young and passionate community.





# SNOWDAYS25 - WHY BECOMING PARTNER?



## ON THE SLOPES

As a **sponsor**, you will have the exclusive opportunity to connect with the participants, experiencing the heart of the Snowdays25 event directly at our **basecamp**. With visibility tools like **banners, live presence and strategically placed promotional materials**, you can significantly increase your brand awareness in the Snowdays25 community.

We also offer **personalised collaborations**, such as the inclusion of your logo on the **official jackets of the Snowdays25 team** or the possibility to name specific activities, such as the ski race, in honour of the sponsors. This will ensure that your presence leaves a lasting and vivid impression on the participants, **even after the event has ended**.

To further strengthen this connection, each participant will receive a **welcome bag** containing sponsored products and **exclusive gadgets** related to the event, thus increasing the visibility of your brand in a capillary and memorable way.



# SNOWDAYS24 - IMPRESSIONS







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