



# SPONSORING BOOK

2021

**SWISS<sup>+</sup>**  
**FENCING**

# Swiss Fencing Federation, a member federation of Swiss Olympic Association, the Swiss governing body of fencing



## C

- 57 clubs – about 3'500 members
- 3 related combat sports (épée, foil, sabre) – The épée is the weapon of choice in Switzerland
- Recognized as a category 1 sport within the Swiss Olympic family since 2015
- 8 Olympic medals including 1 gold medal (Marcel Fischer, 2004 Summer Olympics in Athens)



## A LONG-STANDING SWISS TRADITION

- Since 1920, participation in all Olympic Games
- Many medals won each year at the European, World, U20 and Elite Championships



# SWISS FENCING VALUES ARE ...



## **Excellence**

We all do our best to continually improve

## **Respect**

We treat each other with respect, dignity and act openly, honestly and with integrity.

## **Courage**

We face problems head on and focus on the opportunities they contain. We are always looking for the best solutions and do not hesitate to act.

## **Passion**

We live for sport and fencing and we are committed to it with all our heart

## **Inspiration**

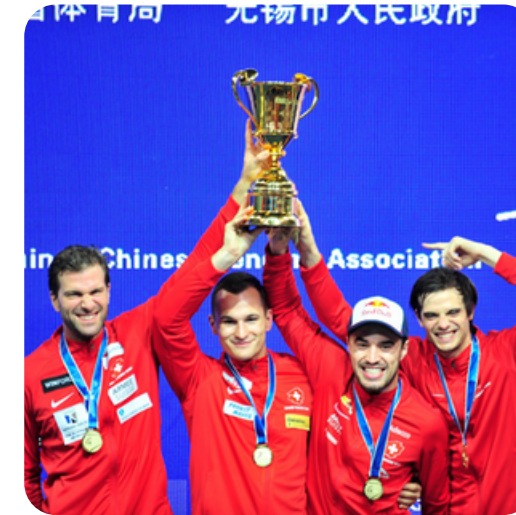
We let ourselves be inspired by tradition and dreams: together we meet the challenges of the future.

# OVERVIEW OF 2012-2021 RESULTS



## OLYMPIC GAMES

- 1 gold medal: Athen 2004 Marcel Fischer
- 4 silver medal
- 3 bronze medal



## WORLD CHAMPIONSHIPS

- 2 Gold : Wuxi 2019
- 10 silver
- 12 Bronze



## EUROPEAN CHAMPIONSHIPS

- 7 gold
- 5 silver
- 9 bronze



## WORLD CUP

- Max Heinzer: 10
- Marcel Fischer: 4
- Fabian Kauter: 3
- Tiffany G  roudet: 2



# OUR CHAMPIONS

  
BENI  
STEFFEN

SOPHIE  
LAMON

MARCEL  
FISCHER

TIFFANY  
GEROUDET

MAX  
HEINZER





# NEW GENERATION

SWISS<sup>+</sup>  
FENCING

  
LUCAS  
MALCOTTI

ALEXIS  
BAYARD

ELIA  
DAGANI

THEO  
BROCHARD

VIRGINIA  
ROMEO

ANGELINE  
FAVRE





# FUTURE EVENTS

SWISS<sup>+</sup>  
FENCING

2022

WORLD CUP  
BERN

individual and  
team

2022

WORLD CUP  
GENEVE

# VISIBILITY AND BRANDING



## SMM & WEBSITE

Performance brand in social media and website of Swiss Fencing

Total followers in social media of Swiss Fencing (FB, IG, Ln, Youtube) - 7000 followers



## MERCHANDISING

Visibility on the fencing form (logo on a fencing suite, fencing mask, uniform/cap, accessories, caps, bags, shoes, bands, bottles, towels, puppets, gadgets, earphones, cellualars and also COVERs®, watches and etc.)



## EVENTS

Performance brand in the main competitions of the 2021-2022 season (banners, LED banners, advertisement on screen)



# VISIBILITY AND BRANDING

SWISS+  
FENCING



#RedBull350z  
The Physics and Speed of Fencing  
370,920 views

5.3K 231 SHARE SAVE ...



# SUPPORT OF SWISS FENCING PROJECTS

**SWISS<sup>+</sup>  
FENCING**

Individually plan the season of each elite athlete, taking into account their professional and private situation

**ELITE**

**SPORT FOR  
EVERYONE**

Develop and encourage fencing at the regional level, develop the veterans movement

**NEW  
GENERATION**

**HEALTH AND  
SPECIAL  
PROJECT**

Schedule to reach the qualifications for the Paris 2024 and Los Angeles 2028

Encourage inclusive fencing projects (cancer, paralympic, inclusive fencing)





	PLATINUM 50'000 - CHF/year	GOLD 25'000 - CHF/year	SILVER 10'000 - CHF/year
Presence/logo on all the federation's media channels: website & official documents	✓	✓	✓
Presence/logo on fencing uniforms and tracksuits of National Team members	✓	✗	✗
Presence/logo at international competitions organized in Switzerland and at the Swiss home tournaments	✓	✓	✗
Availability of top athletes for your events; VIP invitations to the various competitions; possibility of an introduction to fencing; regular information on the activities of Swiss Fencing and its athletes, promotion via social networks, etc.	✓	✓	✓



# ATTRACTION OF FENCING



THE FENCER

As Olympic medalist, he's not very proud. Very proud to bring back a medal home to Switzerland because we don't win that many.

ROGER FEDERER, SWITZERLAND



# WHITE

GIUGNO  
2020

LUGANO  
SCHERMA

## COVID-19

LA VITA È CAMBIATA  
MA CONTINUA

01



**FIE** INTERNATIONAL  
FENCING  
FEDERATION  
TISSOT. OFFICIAL  
TIMEKEEPER  
OF THE FIE.



# ATTRACTION OF FENCING





## CHRISTIAN BAROZZI

Vice-president and Head of Communication,  
Marketing and Sponsoring

T +41 78 920 88 75

E christian.barozzi@swiss-fencing.ch

## IRINA PLYTKEVICH

Sponsoring Manager

T +41 76 682 57 55

E sponsoring@swiss-fencing.ch

## SWISS FENCING

Haus des Sports | Talgut-Zentrum 27 | 3063 Ittigen b.  
Bern | Switzerland  
<https://www.swiss-fencing.ch>



# THANK YOU!

Let us know if you have  
**questions or clarifications.**