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**27<sup>th</sup>**  
**EDITION**  
**20/10/2023**

# **SPONSORSHIP PROPOSAL**

**2023**



Une association  
reconnue  
par l'EPFL

An association  
recognized  
by the EPFL

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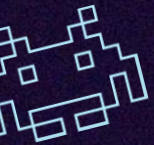
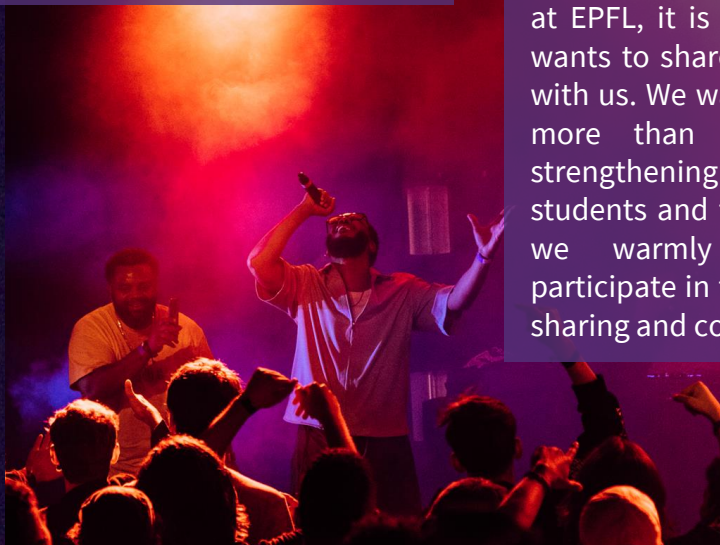
# 01. THE ASSOCIATION

Sysmic is a non-profit association affiliated with the Microtechnology (MT) section of the École Polytechnique Fédérale de Lausanne (EPFL) and run by about thirty EPFL students. Its goal is to organize one of the most important student festivals at EPFL, the microtechnology festival, which has become a student tradition since its first edition in 1995.



The 26th edition in 2022 was sold out, welcoming 1200 festival-goers. It was a great success with students, their teachers and our sponsors.

Although the festival is primarily aimed at microtechnology students at EPFL, it is open to anyone who wants to share this unique evening with us. We want this evening to be more than just an event by strengthening the links between students and teachers. To this end, we warmly invite them to participate in the event in a spirit of sharing and conviviality.





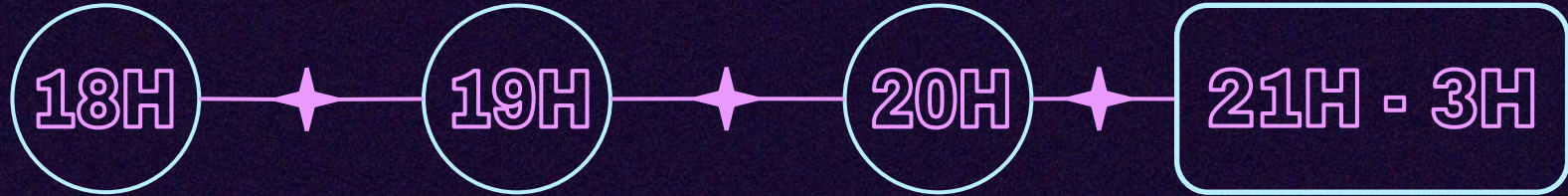
# 02. THE EVENT

300 microtechnology students and professors share a drink.

## MT DRINK

Games and animations confronting students and teachers

## MT SHOW



## MT MEAL

A friendly moment to strengthen group cohesion and section spirit,

## FESTIVAL

Opening of the site to the public. Local, international groups and DJs play on our 3 stages. Food stand and three bars. Escape room, Just Dance and photo booth





# THE EVENT

**MT MEAL**



**MT DRINK**



**FESTIVAL**



**MT SHOW**





# 03. SPONSOR ADVANTAGES

EPFL is an **internationally renowned** school, with about half of its students coming from all over the world. This cultural and geographical diversity allows our event to reach a **large and varied audience**, offering optimal visibility for your company

Sysmic is **one of the first events of the academic year**, which makes it very attractive. Indeed, it takes place at a key moment of the year when new students come from all horizons to discover and integrate into their new living and studying environment. Participating in our event is therefore a unique opportunity for your company to reach an audience looking for new experiences, encounters and discoveries






# SPONSOR ADVANTAGES



By becoming our sponsor, you are addressing a **young and dynamic audience**, composed of students who are destined to work in economic, industrial and technological sectors in Switzerland and Europe. This opportunity allows you to position yourself as a key player within this growing community, offering increased visibility for your company among future professionals in the sector” in English



Sysmic is primarily an event dedicated to Microtechnicians, a section that has experienced steady growth for a decade, now reaching over 1000 students. The **versatility of the training of engineers in Microtechnology** and the many professional opportunities offered by this discipline make this section very attractive. As a sponsor, you have the opportunity to reach a community of dynamic and ambitious students who will be the future economic and technological forces of Switzerland and Europe



## 04. SPONSORSHIP **PACKAGES**



**4000 CHF**



**2500 CHF**



**1000 CHF**



# SPONSORSHIP PACKAGES

## "DISPLAY" AND "PAPER" VISIBILITY

Your banner displayed **during the festival**.

Your logo on the photo stand **during the festival**.

Your logo on food and drink cards **during the festival**.

Naming of an element of the festival: escape game room, small bar, small stage, naming of a cocktail **during the festival** (for the large bar or the large stage increase of 200chf).

Your logo on the Sysmic poster (**for 2 weeks** on the EPFL campus).

Your logo on festival tickets.

Your logo on the poster for the springboard concert taking place a few weeks before Sysmic.

Your logo on staff and committee t-shirts

## PRESTATION



# SPONSORSHIP PACKAGES

## “INTERNET” VISIBILITY

Your logo in the **sponsors** section of the website

Your logo on the **home page** of the website

Appearance on our **social networks** in a post thanking all our sponsors

Your logo on our promotional videos on our **social networks**

Personalised post on our **social networks**

## PRESTATION



**All our sponsors receive our souvenir portfolio after the festival as a thank you.**

**Our service packages can be customized to meet your needs as closely as possible**

**As an EPFL association, we are subject to strict conditions on the promotion of companies distributing alcohol and tobacco. We are not allowed to display the name of your products other than on our cards. The only services we can offer are the sale of your product at the bar and the display of your logo, which would allow students at EPFL to discover it.**



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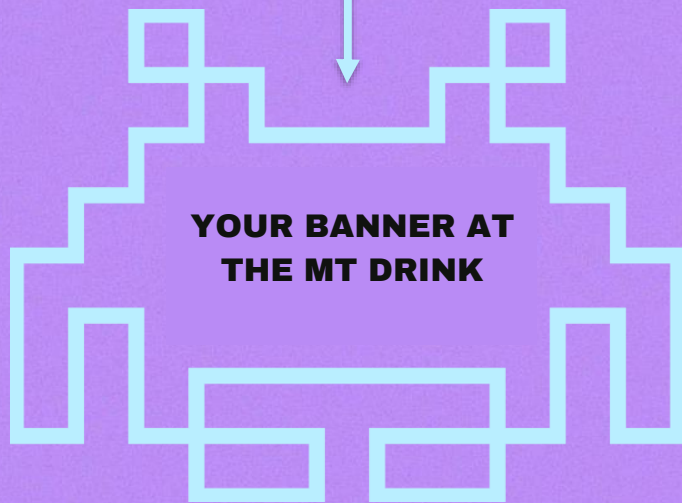
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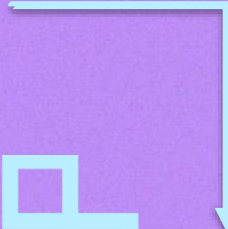
**FOR 750 CHF**



**MORE**



**YOUR BANNER AT  
THE MT DRINK**



**YOUR LOGO DISPLAYED  
ON THE BEAMER DURING  
THE MT SHOW**

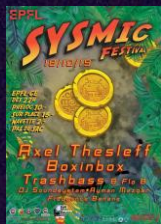
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## POSTERS AND FLYERS

In order to promote the festival and the springboard concert , **several hundred posters** are displayed throughout the EPFL and UNIL campuses. This communication strategy will reach a public of thousands of students for several weeks. The posters are carefully designed to attract attention and communicate the details of the event in a clear and concise manner, as well as to highlight our various sponsors.



# 05. BENEFITS PRESENTATION

During the festival, we have several display spaces available in addition to the decoration of our event. These spaces are ideal locations for **displaying promotional banners** or other visual aids.

By using a banner, you can **associate your company with the decorations and festive atmosphere** of Sysmic throughout the festival. This strategy allows you to strengthen your brand image by associating yourself with a positive and memorable experience. Your company will thus contribute to the image and memories that festival-goers will keep of this event, immortalized on our social networks. We are convinced that this increased visibility can help you reach a wider audience and strengthen your presence in the market.

## BANNERS







# BENEFITS PRESENTATION

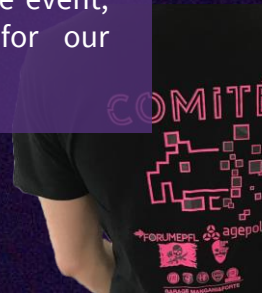
## TICKETS

Ticket sales for the event begin one week before the evening and more than 650 tickets are usually sold during this period. The rest of the entries will be sold on site on the evening itself. We also offer our partners the opportunity **to appear on our entry tickets**, which allows us to **raise awareness of your brand** from the first contact with the event. Tickets are a crucial element in promoting the event and allow us to reach a wider audience. Thanks to our collaboration, your brand can benefit from increased visibility among our target audience.

About **100 staff members and the 30 members of the committee** will wear specific T-shirts in the colors of the event during the setup week and at the party. These T-shirts, customized with the colors of the event and our sponsors, help to reinforce the visual identity of the festival. By displaying your logo on the T-shirts, you can **associate your brand with an influential event and reach a large audience in the long term**. The T-shirts are an integral part of the visual communication of the event, allowing maximum visibility for our partners and sponsors.



## T-SHIRTS







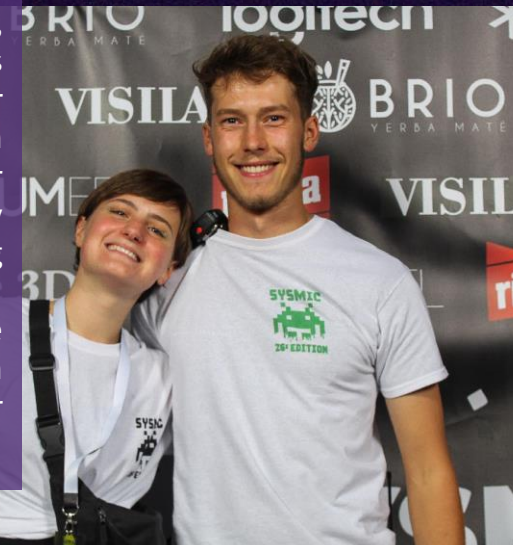
We have a [website](#) and a [Instagram account](#) dedicated to promoting our events, as well as several communication channels on Telegram, the main communication tool at EPFL. By being present on these pages, you can benefit from **considerable visibility among the thousands of people reached** by these communication tools. This visibility can strengthen your brand image and help you reach a targeted audience in an environment conducive to engagement. We are convinced that our active and engaged online presence can be beneficial for your company, offering you an opportunity to connect with our community in an authentic and friendly way

## SOCIAL NETWORKS

# BENEFITS PRESENTATION

## PHOTO STAND

By displaying **your logo on the photo booth**, which is an essential step for all participants when they enter the festival, you ensure that their memories of this evening are closely linked to your organization. This opportunity offers an excellent opportunity to strengthen your brand image and increase your visibility among a targeted audience. By associating yourself with a moment of pleasure and conviviality, you also establish a positive connection with the participants, which can encourage them to turn to your organization in the future.





More than  
**300**  
**Microtechnology**  
**students**

**50 000** **CHF**  
**BUDGET**

Capacity of  
**1200**  
**festival-goers**

More than  
**100**  
**volunteers**



Around  
**10**  
**teachers**

**3** **Scenes**

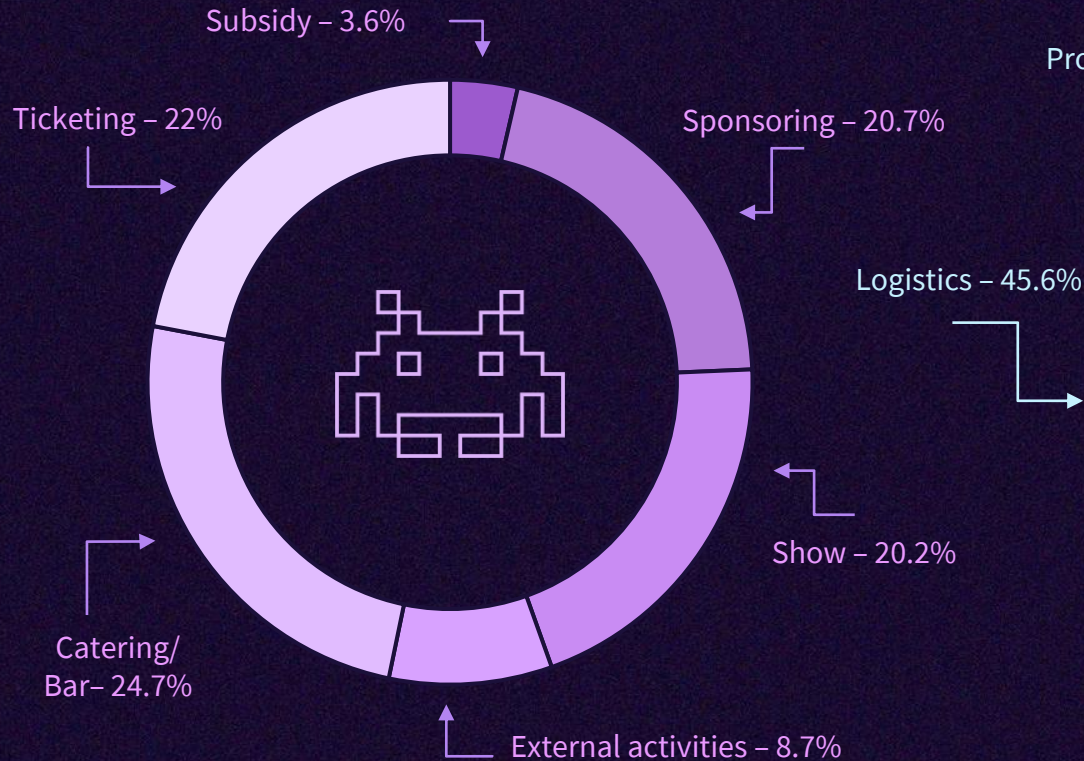
**3** **Bars**

**2** **Escape**  
**Games**

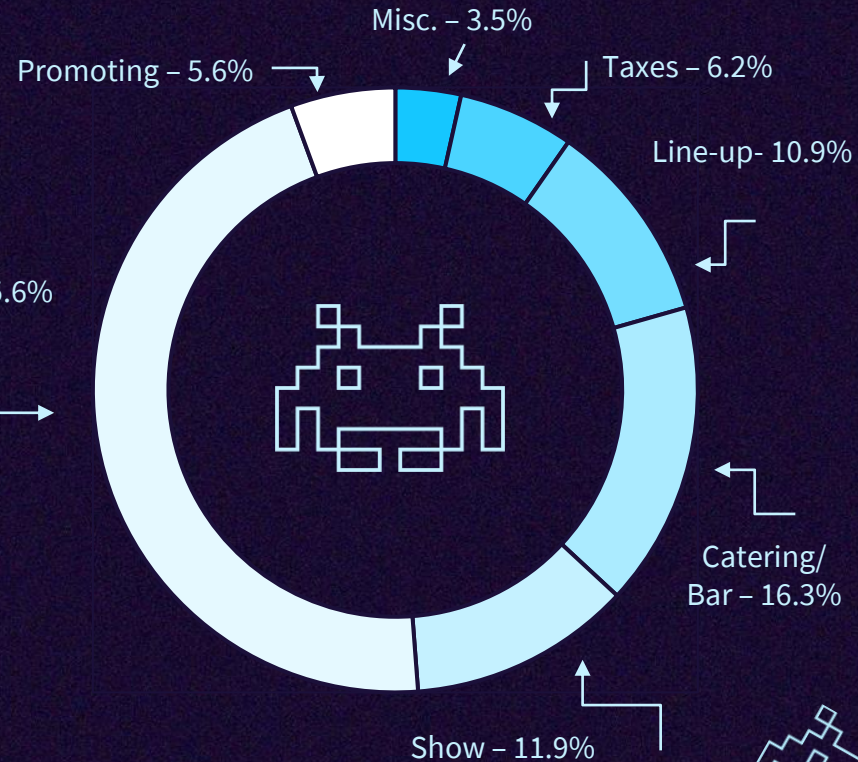
**1** **Photo**  
**Stand**

# 07. THE BUDGET

## RECETTES



## DEPENSES







## TREASURY

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## **Design :**

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## **Photo credits**

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Kamil Wodzislawski

27th SYSMIC festival, 20 OCTOBER 2023, Building CE, EPFL

