



ASSOCIATION SWISSKICKS  
SPONSOR & PRESS 2025

# WHO ARE WE ?

Founded in 2022, Swisskicks Association – the successor to the Swiss Sneakers Association (2011–2022) – is now a recognized player in the urban culture scene in the canton of Vaud and French-speaking Switzerland.

As a non-profit organization, our mission is to promote local cultures, with a special focus on sneakers\*, fashion, and urban artistic expressions.

Our committee is made up of four dedicated and passionate volunteers with diverse backgrounds and over ten years of experience in event organization, artist management, and cultural project coordination.

At the heart of our work is the creation of authentic, accessible spaces that showcase the actors and creators of urban culture. Sneakers, both a functional and symbolic accessory, hold a central place in our identity.

## OUR EVENTS

**2023:** Event held at the Valentin car park in Lausanne, attracting nearly 600 visitors in a vibrant and friendly street atmosphere.

**2024:** Launch of a new venue – Espace Amaretto, a former CFF railway hall transformed to reflect our culture: raw, industrial, and alive. Attendance exceeded 700 visitors.



Sneakers (US) or trainers (UK) are shoes primarily designed for sports or other forms of physical exercise, but are also widely used for everyday casual wear. They were popularized by companies such as Converse, Nike, and Spalding in the mid-20th century. Source:Wikipedia

# SWISSKICKS 2025

## THE STREET CULTURE CONVENTION

Date: Saturday, November 1, 2025

Time: 11:00 AM – 6:00 PM (followed by an evening party)

Venue: Espace Amaretto – Rue de Genève 97B, Lausanne

Entry: Paid entry

For this edition, we are strengthening our presence in this unique location while expanding our artistic and community ambitions.

## WHAT TO EXPECT IN 2025

- Around 20 stands featuring sneakers, clothing, accessories, and vintage fashion
- On-site tattoo artists and custom designers
- Food truck and bar
- DJ sets throughout the day
- Live performances, contests, workshops, and artistic activities
- After-party with DJs



# WHY SUPPORT US?

## Visibility & Brand Awareness

Showcase your brand to an engaged local community of sneaker, fashion, music, and urban culture enthusiasts – a diverse, intergenerational, and passionate audience.

## Local & Authentic Impact

Swisskicks highlights local talent and promotes a culture often underrepresented. By supporting us, you invest in something tangible, vibrant, and real.

## Return on Investment

Visibility across our media channels (posters, flyers, social media, website), physical or digital presence at the event, and the opportunity to co-create custom activations or projects.

## Community Engagement

Your company visibly supports culture, diversity, and inclusion. You become an active contributor to a cultural, collective, and human project.

## SPONSORSHIP – HOW YOU CAN HELP

We are looking for:

- Direct financial support
- In-kind contributions: equipment, drinks, giveaways, printing, services (logistics, transport...)

Each partner is recognized according to their level of contribution. We are open to any proposal that aligns with our values and community.

## AN EVENT MADE POSSIBLE BY YOU

This convention is made possible thanks to:

- A dedicated volunteer team working all year round
- The support of our sponsors and partners
- A shared passion for sneaker culture

Whenever possible, we also organize a thank-you dinner for volunteers, partners, and sponsors.



# BUDGET 2025

Targeted Budget: 12'000 CHF

- Venue rental : 3'000 CHF
  - Espace Amaretto for the day
- Logistics & equipment : 3'500 CHF
  - Audio-visual equipment, stands, security, signage, transport
- Communication & marketing : 3'500 CHF
  - Branded clothing, visuals, campaigns, social media management
- Entertainment & artists : 500 CHF
  - DJ fees, workshops, guest
- Miscellaneous & contingency : 1'500 CHF
  - Insurance, admin costs, volunteer appreciation

## IN CONCLUSION

Swisskicks is a non-profit association.

Our event generates no profit – all revenue is reinvested in its organization. The support of sponsors is therefore essential to ensure the sustainability of this convention, which has become a much-anticipated annual gathering for hundreds of passionate attendees.

By supporting us, you not only help cover logistical costs but also recognize the commitment of our volunteers and partners through symbolic gestures (meals, drinks, giveaways).

Supporting Swisskicks means investing in an authentic and unifying cultural project, deeply rooted in the urban scene of French-speaking Switzerland.

It also means helping to maintain a strong presence for sneaker culture in our region, in a scene often dominated by Zurich and Basel.

## CONTACT

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