

montreux
crypto
WEEKS

THE SWISS CRYPTO EVENT '25

09-12 July

CONCEPT



The only Crypto Festival in Suisse Romande

Unique opportunity for brands to connect with a young and energetic audience with a deep interest in crypto and technology.



Great atmosphere of the Montreux Jazz Festival

Immersed in Europe's most iconic and one of the largest music festivals

- 250,000 people
- 16 days of festival
- 380 concerts
- 11 stages



SCHEDULE

	Wednesday, 9 July 2025	Thursday, 10 July 2025	Friday, 11 July 2025	Saturday, 12 July 2025
Time	Day 1: Invest in Crypto	Day 2: Bitcoin	Day 3: Swiss Crypto Day	Day 4: Next Crypto BOOM
From 9:00 am	Welcome Desk	Welcome Desk	Welcome Desk	Welcome Desk
From 11:00 am	Village Opening	Village Opening	Village Opening	Village Opening
14:00 - 14:15	Event Intro	Event Intro	Event Intro	Event Intro
14:15 - 15:00	Speaker	Speaker	Speaker	Speaker
15:15 - 16:00	Interactive Activity with all the guests	Interactive Activity with all the guests	Interactive Activity with all the guests	Interactive Activity with all the guests
16:15 - 16:30	Panel Introduction	Panel Introduction	Panel Introduction	Panel Introduction
16:30 - 17:15	Panel	Panel	Panel	Panel
17:15 - 18:30	Cocktail & Music Break	Cocktail & Music Break	Cocktail & Music Break	Cocktail & Music Break
18:30 - Onwards	Sunset DJ + Pre-Party at SMARDEX Villa	SPONSOR DINNER	Sunset DJ + Pre-Party at SMARDEX Villa	SMARDEX Closing Party at SMARDEX Villa
21:00 - Onwards	Montreux Jazz Festival		Montreux Jazz Festival	

SPONSORS PACKAGES

FREDDY MERCURY

CHF 50'000

- Logo in Hotel Entrance Banner
- Logo in welcome hall wallpaper
- Logo on Stage Background
- Rotating logo or videos on screens
- Logo on printed program "Program partner"
- Stand (12 sqm with welcome desk + living room + screen)
- Logo on website (at the top)
- 15 Closing Party Invitations
- 5 Montreux Jazz Festival Tickets
- Welcome Bag branded + gift

LADY GAGA

CHF 30'000

- Logo in Hotel Entrance Banner
- Logo in welcome hall wallpaper
- Logo on Stage Background
- Rotating logo or videos on screens
- Logo on printed program "Program partner"
- Stand (12 sqm with welcome desk + living room + screen)
- Logo on website (at the top)
- 10 Closing Party Invitations
- 3 Montreux Jazz Festival Tickets

AMY WINEHOUSE

CHF 10'000

- Logo in welcome hall wallpaper
- Rotating logo or videos on screens
- Logo on printed program "Program partner"
- Stand (9 sqm with welcome desk + living room)
- 5 Closing Party Invitations

PHARRELL WILLIAMS

CHF 5'000

- Logo in welcome hall wallpaper
- Rotating logo or videos on screens
- Stand (Welcome desk)

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Extras

Additional Assets: Buy what attracts you the most!	Price
Speaker for Panel	CHF 3'000
Speaking session	CHF 3'000
Giveaway contest	CHF 3'000
Branded drinking glasses	CHF 5'000
Logo on credentials	CHF 5'000
Logo on credential lanyard	CHF 5'000
Buffet lunch + Open Bar for 1 guest (4 days)	CHF 250
Jazz Festival ticket for 1 guest (1 day)	CHF 250
Closing party for 1 guest (F&B included)	CHF 250
Side Event + charge per person upon request	CHF 5'000
Hotel rooms upon request	CHF 450
Rotating content banner on website + link	CHF 3'000
Logo on website (partner section)	CHF 1'500
Exclusive video MCW for Sponsor "Social Media Sponsor"	CHF 10'000
Tag in all the uploaded content	CHF 1'500
Access to all the content as your own	CHF 1'500
Access for media team to ceate your own content (2 people)	CHF 1'000

The Venue

HOTEL EDEN PALACE

The hotel is a historic building with a timeless elegance that is sure to impress. The amenities are luxurious, offering stunning views of the lake Leman and the surrounding mountains.

The spaces available for the Montreux Crypto Weeks include

- SMARDEX Village
- SMARDEX House
- Terrace
- Restaurant
- Conference Rooms



TEAM



Eric RABLE
Crypto Expert



Jean RAUSIS
Crypto Expert



Yannick FATTEBERT
Event Organization



Benjamin DRACOS
Event Organization



Carlos CUEVAS
Event Organization



Valeriya MINAEVA
Sponsorships



Robert FONTAINE
Sponsorships

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