

# Visions du Réel

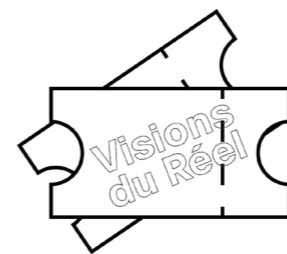


Dossier de sponsoring

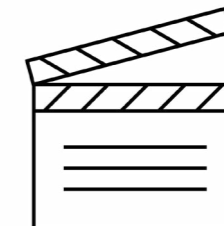
**Visions du Réel** is one of the world's leading documentary film festivals and the second largest film festival in **Switzerland**.

**Together**, let's celebrate the very best of non-fiction cinema — brought to audiences as world premieres.

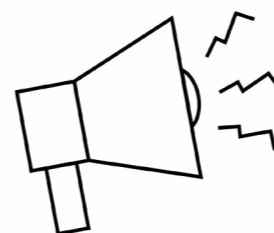
**Get involved** - show your support.



Over 53,000 festivalgoers



153 films, including 83 world premieres



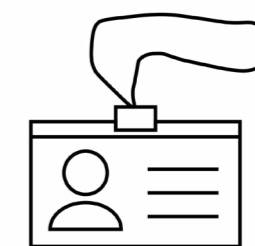
More than 1,250 press articles



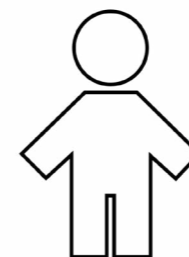
Over 50 countries represented



37 awards presented by our partners, with a total value of over CHF 240,000



1,300 international industry professionals welcomed



50 Swiss cities reached through VdR on Tour and 12 cantons through VdR at School



CHF 8 million in economic impact generated by the Festival

## Partner with us

*Could the programming teams at Visions du Réel have a gift of clairvoyance? In any case, for the past few years, the Nyon festival has welcomed guest honorees in April who, a month later, find themselves in the spotlight at the Cannes Film Festival.*

Stéphane Gobbo, *Le Temps*

*Visions du Réel, one of Europe's foremost documentary festivals, returns for a 56th edition with its most diverse lineup to date, featuring some 154 films from a record 57 countries. Spanning the globe, from Mongolia to Australia, Cameroon to Lebanon, the selection underscores the festival's rising stature as a truly international platform for documentary cinema and a key meeting point for industry professionals.*

Lise Pedersen, *Variety*

*The Nyon festival strives to be a key international event for non-fiction cinema, a prestigious platform for both directors, returning directors and emerging voices.*

Cineuropa

For ten days, Nyon — ideally located between Geneva and Lausanne — transforms into a vibrant cinematic hub, attracting film industry professionals, local businesses, cinephiles, and a loyal audience. Since 1969, Visions du Réel has built its reputation and international reach thanks to the support of its partners.

We offer them a **tailor-made platform**: visibility with an attentive culturally savvy audience, association of their brand with a renowned artistic event, exclusive networking opportunities with industry professionals, **access to our communication channels** and the possibility to **support or co-create initiatives that reflect their values**.



# Audience & Communication

Every year, Visions du Réel draws a large, curious, and passionate audience: **53,000** admissions for the 2025 edition.

- 69% of attendees come from French-speaking Switzerland (34% from Nyon)
- 16% from German-speaking Switzerland
- 15% from abroad

Unlike many cultural events, **our communication doesn't stop when the Festival ends**: it reaches across Switzerland and internationally year-round.

We maintain a continuous presence through a variety of activities year-round, keeping the public engaged and extending the visibility of our partners.



## Our Festival impact

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- Trailer broadcast 114 times on SRG SSR and Arte
- Trailer screenings on 355 cinema screens across Switzerland
- 2.6 million trailer views for this edition

## Year-Round Visibility

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- 2 million unique website visits annually (almost 150,000 per month even outside Festival season)
- 30,000 newsletter subscribers, receiving regular updates all year
- 65,000 social media followers (+10% per year) with strong, consistent engagement
- 3.9 million people reached through our digital campaigns

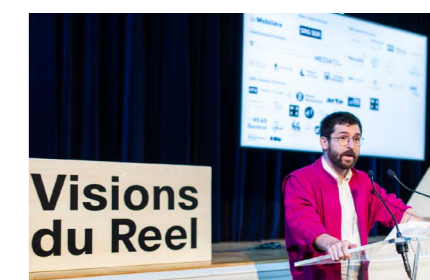
# Why Partner with Us?

- **Align your brand with an internationally renowned film festival**, the second largest in Switzerland, attracting over 53,000 visitors each year
- Contribute to the **development of a festival that is constantly evolving** and committed to inclusion, diversity, education, and sustainability
- Enjoy **invitations to official ceremonies**, networking events during and outside the Festival, as well as access to all screenings throughout the ten days
- Gain **strong and targeted** visibility during the Festival and all year long: our communication reaches over 5 million people (press, social media, newsletter, posters, printed program)
- Create a **tailor-made event** during the Festival (evening reception, networking event, social gathering), designed for your clients, your teams, or the general public

## Become an Official Partner

targeted support for one or more Festival projects

- **Fund an award** presented to filmmakers during the Festival's official ceremony
- **Support an initiative or activity** of the Festival aligned with your values and mission
- **Showcase your expertise** (hospitality, catering, mobility, technical services, etc.) in exchange for concrete benefits and visibility



## Become our Main Partner

make a strong and exclusive impact

- **Exclusivity and maximum visibility** across all our communication channels
- Associate your brand with the **Grand Prize of the Festival**
- Co-creation of a **unique project or dedicated initiative**, designed around our shared values: creativity, diversity, sustainability, and strong local engagement

# Partner with us become an official partner on concrete projects

## For Filmmakers

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- Fund and associate your name with one of our awards
- Support the hosting of major figures of cinema and guests of honour
- Promote emerging Swiss and international talent
- Strengthen Switzerland's first film market, benefitting both local and international professionals



## For the Festival

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- Enhance the experience for all audiences and improve Festival infrastructure (screening venues, social spaces, signage, etc.)
- Contribute to sustainability efforts and support initiatives that aim to reduce the Festival's environmental footprint
- Provide better working conditions for our team
- Sponsor a "Partner Day", giving wider audiences access to screenings

## For Mediation and Inclusivity

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- Ensure the continuity and development of activities for children and young people
- Support education-focused initiatives and school partnerships
- Maintain and expand accessibility for people with disabilities
- Fund activities designed for the general public, including adapted and inclusive initiatives

# Partner with us become our Main Partner

Join us through a strengthened commitment and enjoy exclusive benefits.



The Festival is more than an annual event: it is a continuous presence across all communication channels. We reach a loyal and curious audience through multichannel communication (posters, program, website, social media, newsletter, cinema trailer, print and audiovisual media), from which you will fully benefit as a Main Partner.

Becoming a Main Partner means sharing common values: creativity, diversity, education, inclusivity, and sustainability. Together, we craft a collaboration that aligns with your identity, support your ambitions and is rooted in the Festival's mission.

Beyond visibility, we offer a unique platform, fully integrated into the Festival experience. A soirée, a special initiative, a label: multiple formats are possible to create a memorable moment, designed for you, with you, and for your audience.

We believe in flexibility and dialogue: every partnership is built on trust and mutual understanding.

Your logo featured across all our communication channels ↘

<b>Partenaires principaux</b>		<b>Partenaire média principal</b>	
<b>la Mobilière</b>	Votre logo	<b>SRG SSR</b>	
<b>Partenaires institutionnels</b>			

## Partner with us become an Advertiser

Placing an **ad** in our printed program, of which 27,000 copies are produced and widely distributed across French- and German-speaking Switzerland, is more than just visibility.

It allows you to reach a highly attentive audience, deeply connected to the cultural life of their region, in a context recognized for its artistic excellence, while associating your image with an international film festival.

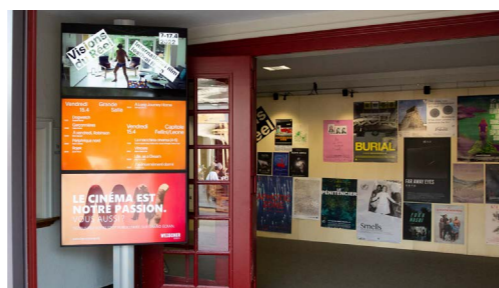
It is also a direct way to support us, through a medium that is consulted before and throughout the Festival, kept by our audience long after the Festival ends.

### Rates

- Full-page advertisement: CHF 3,000 (excl. VAT)
- Half-page advertisement: CHF 1,750 (excl. VAT)
- Back cover: CHF 6,000 (excl. VAT)

In addition, nine digital totem screens throughout the Festival display video announcements, continuously from 9:00 AM to midnight.

A totem-only announcement is offered at CHF 3,000 (excl. VAT). Combined packages with a printed program ad are also possible.



## Partner with us become a Patron

Whether you are an individual, organization, or company, you can support Visions du Réel without requiring any promotional benefits.

By joining the **Festival Patrons**, you become part of a dedicated network that ensures the Festival continues to flourish as a world-renowned event and bring documentary cinema to a wide audience.

Becoming a patron allows Visions du Réel to grow, support new projects, and offer all audiences a unique experience with films from around the world.

Two ways to support us:

- **Join the Festival Patrons:** make a donation of your choice (from CHF 500 and up to CHF 10'000 or more) and contribute to the Festival's vitality and future.
- **Sponsor a seat:** you can also associate your name with the Festival through one of the new seats in the main Grande Salle. Each chosen seat is marked with a personalized gold plaque, a lasting symbol of your commitment.



# A Word from Our Partners

## 56th edition

### **la Mobilière**

At la Mobilière, we believe that culture and the arts actively sustain our society. For that reason we're delighted to renew our commitment as main sponsor for a further three years. In a new addition for this year's festival we're launching Next Gen, a label designed specifically for 12-26 year olds, alongside Visions du Réel. Its mission is to cultivate young people's appreciation of quality images and nurture them by broadening their understanding of the world. Next Gen also aims to foster resilience, independence and creativity through film and other media.

We're thrilled to be embarking on this new chapter in our shared story.

Thomas Bossart  
*Head of Life Insurance*  
La Mobilière

Marta Kwiatkowski  
*Head of Societal Engagement*  
La Mobilière

### **SRG SSR**

Half a century of documentaries that bring us together

For over half a century now, Visions du Réel has been shedding light on the documentary genre through works that seek to foster a closeness that brings us together. These creations, which hold up a mirror to our stories and experiences, help us forge our own opinions and invite us to reflect on the world around us.

This is also one of the important missions of the SSR, the public media service: to reflect the different realities of life, strengthen openness and mutual understanding, and thus foster cohesion within society.

As traditional partners, SSR and RTS are proud to renew their support for the Festival and for documentary filmmaking, including, for the 18th consecutive year, the "Prix RTS de Soutien à la Création documentaire" (RTS award to support documentary creation), awarded to a young filmmaker in the genre. At this 56th edition of the festival, audiences will also be able to watch no fewer than 12 SSR co-productions, including 7 co-produced by RTS, on the big screen. Finally, throughout the year, a selection of documentaries labelled "Visions du Réel" can be discovered on the Play RTS and Play Suisse applications.

Enjoy the festival!

Susanne Wille  
*Director, SRG SSR*

Pascal Crittin  
*Director, RTS*

# Partners 2025

## Main partners

la Mobilière

SRG SSR

## Institutional partners



## Media partners



Find all our partners at [visionsdureel.ch/en/info/partenaires/](https://visionsdureel.ch/en/info/partenaires/)



Annual report 2025

# Contact

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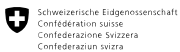
### Main partner

**la Mobiliere**

### Main media partner

**SRG SSR**

### Institutional partners



Bundesamt für Kultur BAK  
Office fédéral de la culture OFC

Direktion für Entwicklung und Zusammenarbeit DEZA  
Direction du développement et de la coopération DDC



## Visions du Réel

Festival international de cinéma Nyon

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