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YOU PRESENT





MISS*UNIVERSE
S W I T Z E R L A N D
2026

Swiss elegance

On the world stage ★

A platform for prestigious brands

Miss Universe Switzerland 2025 has established itself as the perfect bridge between Swiss excellence and global markets. Naima Acosta's crowning in Bern's iconic Kursaal has created a unique platform for brands seeking to associate themselves with a world-class event.

This prestigious platform offers brands international visibility, with a presence in Lifestyle Plus Switzerland magazine. The contestants, with their personal stories and authentic values, establish a genuine connection with prominent audiences in many countries.

Miss Universe Switzerland transforms its contestants into ambassadors for luxury brands, linking the glamour of the pageant to accessible professional roles. Successful collaborations with Anne Fontaine and Swiss Luxury Apartments, among others, demonstrate the power of this platform to elevate brands through targeted luxury storytelling.

Brands that join this project benefit from immediate visibility and recognized content, ideal for campaigns that demand elegance and authenticity, while projecting themselves internationally alongside Switzerland's representative on the world stage at Miss Universe.





Lina Poffet

P R E S I D E N T

Miss Universe Switzerland
and director of
Life Style magazine in Switzerland

Nina Aosta

MISS UNIVERSE
SUISSE 2025



How it works

Search for candidates

Centralized portal on our official website. Active campaign on Facebook and Instagram for national recruitment.

Ambitious projection: more than 200 candidates representing Swiss diversity.

Casting

Strategic distribution across three key locations to ensure national representation.

A rigorous selection process identified around 40 exceptional candidates.

Official announcement session

Prime location in central Switzerland for maximum accessibility.

Qualitative screening to select the 20 best finalists: The top 20.

Exclusive platform for the official presentation of the finalists and sponsors to selected media outlets.

Preparation and activities before the final

Professional photo shoots of the highest visual quality.

First-rate exposure for costume, makeup, and hairstyling sponsors.

Exclusive opportunities for sponsors to integrate their brands into these high-visibility moments.

Final

Prestigious gala with official presentation of the finalists and sponsors.

Event to elect Miss Universe Switzerland 2026 with maximum visibility.

A unique opportunity for your brand to reach premium audiences in a context of elegance and excellence.

Organization of tables for a VIP evening

How it works

Distribution of photos on several platforms

Visible presence on the website:
MissUniverseSwitzerland.ch Strategic amplification
in all official social media channels of the contest.

Organic promotion through the participants' personal
accounts.

Guaranteed coverage in the national and international press
and media.

Promotional events Promotional

Seamless integration of contestants and sponsors into
events with high impact.

Sophisticated presence in high-end establishments:
exclusive nightclubs, renowned beauty salons,
luxury boutiques, etc.

Double advantage

For sponsors: Increased
visibility among qualified audiences with high
purchasing power.

For candidates candidates: refinement
practical skills in
real environments in front of target
audiences.

Explanations of the Final

A prestigious gala bringing together around
600 carefully selected guests, including sponsors
and VIPs.

A multifaceted competition featuring casual wear,
swimwear, and evening gown runway shows,
interspersed with world-class artistic
performances.

An immersive experience lasting approximately 3
hours.

The jury is composed of at least seven influential
figures from various fields (journalism, modeling,
arts, business, etc.), ensuring credibility and media
coverage.



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Casting 2025

Casting 1

MARCH 22

RIVI Skyfall Hotel
Restaurant & Bar in
Neuhausen am Rheinfall



Casting 2

APRIL 12

Hôtel des Trois Couronne in
Vevey



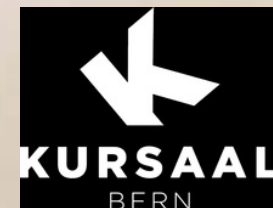
Casting 3

MAY 10

Hotel and Arena Kursaal in
Bern



HÔTEL DES TROIS COURONNES
&
DESTINATION SPA





Master Class 2025

Master Class 1

MAY 17

Dermatology practice



Master Class 3

JUNE 7

Psychological training



Master Class 5

JUNE 21

Makeup Training



Master Class 7

JULY 12

Dance and Sports Training



Master Class 2

MAY 24

Social cause



Master Class 4

JUNE 14

Amazonian Day



Master Class 6

JUNE 28

Training on innovation and AI (Artificial Intelligence)





Master Class 2025

Master Class 8

JULY 21

Bridge training



Master Class 10

AUGUST 16

Toskani training



Master Class 12

AUGUST 29 TO 31

Social cause in Ascona



Master Class 9

July 16

Tastings



Master Class 11

AUGUST 27

Vineyard Challenge Race



Master Class 13

SEPTEMBER 15 TO 20

Training camp in Tenerife





Other activities in 2025

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New York Fashion Week



Swiss Bag Company



Carugati



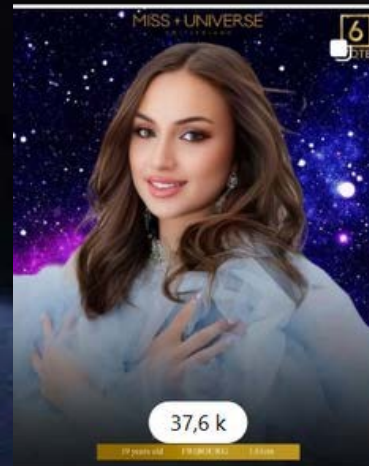
Chocolate S is ao



Examples of posts

on social media

(Jan. - Sept. 25)



Visibility on social media



Statistiques du compte

as of Oct. 13, 25
📅 90 derniers jours ▾

Vues ⓘ

Instagram

1 160 723

Vues

Followers 32,2%

Non-followers 67,8%

Comptes touchés 74080

Par type de contenu


Tout

Followers

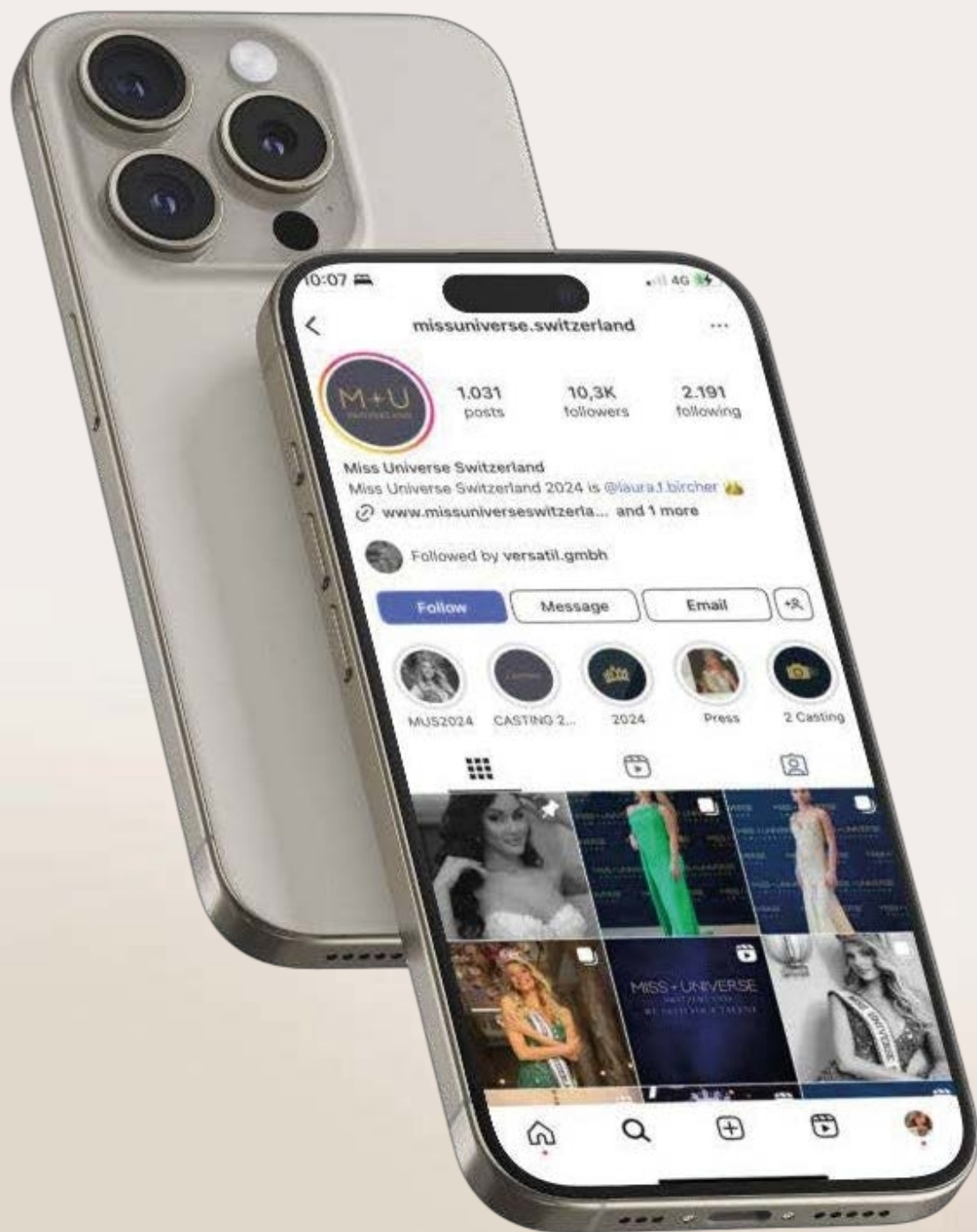
Non-followers

Publications  51,9%

Reels  26,1%

Stories  21,9%

MIN SAN POCHARD
- PHOTOGRAPHY -



International visibility

A partnership with Miss Universe Switzerland 2026 means brand presence in Lifestyle Plus Switzerland magazine, as well as high-profile events for the community and business sector. This is not just advertising, but strategic positioning in the high-end segment.

Targeted audience

Our event brings together influential figures from the worlds of fashion, entertainment, sports, politics, and business, ensuring significant media coverage and access to an audience with high purchasing power.

Multiple Implications

By joining us, your brand will not only benefit from immediate visibility, but also from sophisticated content for your own campaigns, an association with values of elegance and authenticity, and international visibility by accompanying the Swiss representative on the world stage of Miss Universe.



Authentic *Ambassadors* Authentic

Our candidates, rigorously selected from talented women aged 18 and over with strong Swiss ties, represent the values of excellence, precision, and sophistication that characterize Switzerland.

Each of them has a personal and professional story that will resonate with your national or international target audience.

Become a partner

While detailing the benefits of our main sponsors, we also offer exclusive options starting at CHF 5,000, accessible to any visionary organization.

We are open to multiple forms of cooperation, whether monetary or in kind.

Would you like to position your brand on this prestigious international platform?

Contact us today.

SWITZERLAND

MISS + UNIVERSE



Sponsorship and alliances



Miss Universe Switzerland is an unparalleled advertising showcase for the visibility of your portfolio of products and services.

Our commitment to excellence guarantees a measurable return on investment thanks to a distinguished presence on international media platforms.

We design unique collaboration solutions, meticulously calibrated to align with each partner company's strategic vision and budget parameters.

Your organization will benefit from a prestigious association that conveys universally recognized values of refinement, innovation, and global leadership.

We facilitate strategic connections with select audiences characterized by their high purchasing power and sophisticated consumer decisions.

We offer distinguished positioning at an event that celebrates professional excellence and influence of women in the economy.

Distinguished partners in the 2026 edition will enjoy increased visibility and exclusive networking opportunities through 2027, maximizing the long-term value of their investment.

Support

Showcase your brand with our prestigious partnership, which includes:

Elite visibility at all castings with on-screen presence, an exclusive booth, and customized promotional materials.

Possibility of including promotional products in the sophisticated gift bags given to candidates and the public.

Strategic distribution of your promotional material at all our events.

A VIP table reserved for your company at our final gala.

Services

Events	Visibility during auditions: screen + stand + sponsor's POS advertising + sponsor's goodies to be included in the bag given to candidates (your presence is possible, max. 2 people).
Events	Option to distribute partner flyers
Events	Priority at events organized by MUS
Final gala	Access to the VIP area
Final gala	Have your own stand in the lobby with 2 dining areas
Social media	Posts about your company linked to Miss Universe Switzerland



Bronze

Showcase your brand with our prestigious

Elite visibility at all castings with on-screen presence, an exclusive booth, and personalized advertising materials.

Partnership includes:

The opportunity to include promotional products in the sophisticated gift bags given to candidates and the public.

Strategic distribution of your promotional materials at all our events.

Access to the VIP area.

A VIP table reserved for your company at our final gala.

Services

Events	Visibility during auditions: screen + stand + sponsor's POS advertising + sponsor's goodies to be included in the bag given to candidates (you may attend, max. 2 people).
Events	Option to distribute partner flyers
Events	Priority at events organized by MUS
Final gala	Access to the VIP area
Final gala	Have your own stand in the lobby with 2 meal places
Official website	Partner logo displayed for one year with a link to their website
Social media	Your company's hashtag on published posts
Social media	Posts from your company related to Miss Universe Switzerland



Silver

Showcase your brand with our prestigious partnership, which includes:

Visible digital presence with your logo and link on the official Miss Universe Switzerland website for a whole year, with a detailed presentation of the company in the "Partners" section,

Exclusive participation as a member of the jury at the auditions

Privileged visibility at all castings thanks to screens, an exclusive stand, and personalized advertising material.

Guaranteed presence in all media: publications, articles, videos, etc.

Exclusive booth and distribution of brochures at the final gala with two meals.

Right to use the prestigious Miss Universe Switzerland 2026 logo on your website and all your communication channels.

Special photo shoots with the finalists.

Services

Entertainment	Right to use the Miss Universe Switzerland 2026 logo on your own website and communication tools
Entertainment	Masterclass/one-day training session at your premises and presentation of your products with group photos of all finalists
Events	Member of the jury at auditions
Events	Visibility during auditions: screen + stand + sponsor's POS advertising + sponsor's goodies to be included in the bag given to candidates (your presence is possible, max. 2 people)
Events	Official acknowledgments from partners with presentation of your brand during the final
Events	Possibility to distribute partner flyers
Events	Priority at events organized by MUS
Final gala	Access to the VIP area
Final gala	Have your own stand in the lobby with 2 meal places
official website	Partner logo for 1 year with a link to their website
official website	Possibility of setting up a contest, discounts on your products on the website
Promotion	Official photo shoots with the finalists and your company's image
Social	Your company hashtag on published posts
Social	Posts from your company linked to Miss Universe Switzerland



Gold

Maximize your brand's presence with our most exclusive partnership

Premium digital presence with logo and link on the official Miss Universe Switzerland website for a whole year, with a detailed presentation of the company in the "Partners" section.

Advertising banner on the homepage of the official website.

Distinguished participation as a member of the jury during the semi-finals and finals of the competition.

Exclusive visibility at all castings thanks to screens, a premium stand, and personalized advertising material.

Guaranteed presence in all media: advertisements, articles, videos, etc.

Privileged visibility during the final ceremony: screens, exclusive stand, advertising material, and promotional products for candidates.

Your logo on the back of the official photographs of all participants.

Prominent presence in all videos and on official social media channels.

Services

Entertainment	Right to use the Miss Universe Switzerland 2026 logo on your own website and communication tools
Entertainment	One-day masterclass/training at your premises and presentation of your products with group photos of all the finalists
Events	Member of the jury at auditions
Events	Visibility during auditions: screen + stand + sponsor's POS advertising + sponsor's goodies to be included in the bag given to candidates (your presence is possible, max. 2 people).
Events	Final visibility: screen + stand + sponsor's POS advertising + sponsor's goodies to be included in the bag given to candidates and the public
Events	Official acknowledgments from partners with presentation of your brand during the final
Events	Option to distribute partner flyers
Events	Priority at events organized by MUS
Final gala	Complimentary meal for two people in VIP seating
Final gala	Access to the VIP area
Final gala	Have your own stand in the lobby with 2 dining areas
Media	Mention of our partnership in all presentations and promotions for the event
Official website	Partner logo for one year with a link to their website
Official website	Advertising banner on the home page
official website	Possibility of setting up a contest, discounts on your products on the site
Promotion	Official photo shoots with finalists and your company's image
Social	Your company's hashtag on published posts
Social media	Posts from your company related to Miss Universe Switzerland



Platinum

Services

Entertainment	Right to use the Miss Universe Switzerland 2026 logo on your own website and communication tools
Entertainment	Masterclass/one-day training session at your premises and presentation of your products with group photos of all the finalists
Events	Member of the jury at auditions
Events	Member of the final jury
Events	Visibility during auditions: screen + stand + sponsor's POS advertising + sponsor's goodies to be included in the bag given to candidates (your presence is possible, max. 2 people).
Events	Final visibility: screen + stand + sponsor's POS advertising + sponsor's goodies to be included in the bag given to candidates and the public
Events	Official acknowledgments from partners with presentation of your brand during the final
Events	Option to distribute partner flyers
Events	Visibility on the finalists' sashes
Events	Priority at events organized by MUS

Services

Gala Final	Free meal for 4 people in VIP seating
Gala Final	Access to the VIP area
Final Final	Have your own stand in the lobby with 2 meal places
Media	Mention of our partnership in all presentations and promotions for the event
Official website	Partner logo for 1 year with a link to their website
official website	Advertising banner on the home page
official website	Your company logo displayed on every page of the website
official website	Option to set up a contest or offer discounts on your products on the site
Promotion	Official photo shoots with the finalists and your company's image
Promotion	Miss Universe Switzerland at your disposal for one day (photo, advertising film, etc.) until the next election
Social	Your company's hashtag on published posts
Social	Posts from your company related to Miss Universe Switzerland
Clothing	Your company logo displayed on our own creations



Platinum Sponsor

Maximum visibility and VIP experience

Rights to use the Miss Universe Switzerland 2026 logo.

Logo highlighted on the logo strips of the finalist.

Complete collection of professional photos for your company portfolio.

Full presence at the final trade show (displays, exclusive booth, promotional materials, products in gift bags).

Visible acknowledgments during castings and the final.

Organized presence in videos and on social media.

Premium stand and distribution of materials during the final gala.

Logo with link on the official website for one year.

Advertising banner on the home page. Jury participation in the casting sessions and the final.

LIFESTYL

LUXURY MAGAZINE

E

Presence of your brand in the article presenting the Finalists of the Year.



Position your brand alongside the excellence and international prestige of Miss Universe Switzerland



Visibility Supplement

**Visibility
the ultimate VIP
experience**



Your company logo on MUS clothing.

Exclusive access to backstage and the VIP area.

VIP dining experience for 4 people at the final ceremony.

Official visit by Miss Universe Switzerland to your premises and facilities.

Exclusive photo shoot with finalists to promote your brand.



Platinum



Exclusive: Full rights to use the image of Miss Universe Switzerland for one year in all your advertising.

Are you interested in international visibility?

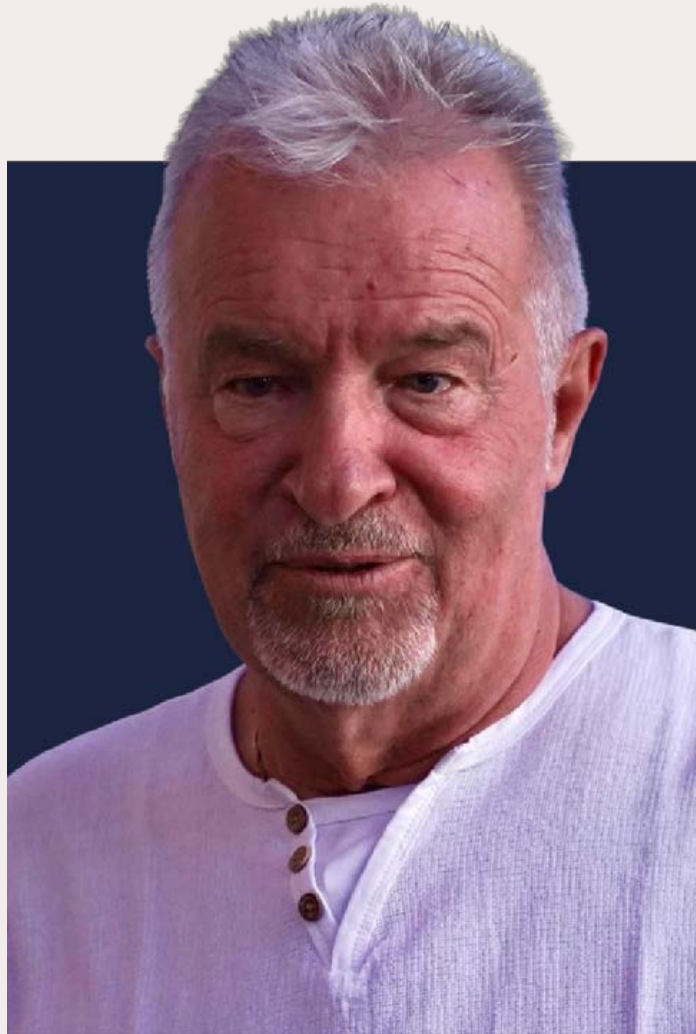
You can also benefit from our access to the German, Austrian, and Spanish markets thanks to our licenses in these countries.

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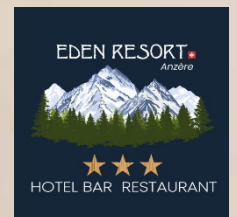
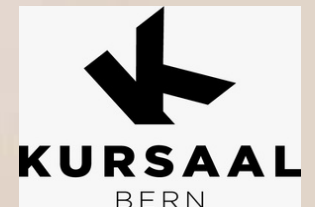
AT YOUR DISPOSAL



Bernard Poffet

DIRECTOR MC EO R MC I A L
and Administrative Director of Miss Universe Switzerland

Our main partners



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Naima Acosta
Miss Universe Switzerland 2025

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