



Verbier Festival

2026 Shenzhen

2026.01.30-2026.02.08

Shaping the Future of Classical Music in Asia Pacific



VERBIE

Introduction

FESTIVAL



Salzburg Festival



BBC Proms



Verbier Festival




Bregenz Festival



Lucerne Festival

A leading global classical music festival, the Verbier Festival shares the world stage with legendary events like Austria's Salzburg Festival, the UK's BBC Proms, and Switzerland's Lucerne Festival. Among these peers, it has carved out a unique identity as a premier stage for classical art.



In the heart of the Swiss Alps,
Verbier is as much a landscape as a soul,
enlivened by the spirit of classical music.

Verbier Festival

Nestled in the Swiss Alps, the Verbier Festival is a world-renowned classical music event held each summer. Since its inception in 1994, it has dedicated itself to fostering a vibrant community where **master artists and emerging talents connect and inspire one another**. Audiences from around the globe are drawn to its unique blend of grand and intimate performances, experiencing music of the highest caliber in a stunning alpine setting.

At the heart of the Festival are its esteemed **Academy and Orchestra—a gold-standard incubator for tomorrow's soloists, conductors, and ensemble musicians**. This talent ecosystem is complemented by UNLTD, a creative laboratory that transcends musical boundaries. Together, through imaginative performances, masterclasses, and immersive events, these initiatives ensure the Festival remains **a vital force** in music education and **a beacon** of artistic discovery across generations.



Friends of Verbier (partial)



REYL
INTESA SANPAOLO



ROLEX



BAHRAIN TITANIUM

RAIFFEISEN



WINTON



PATEK PHILIPPE
GENEVE

medici.tv

The New York Times

mezzo

The Human Touch of Verbier

The Verbier Festival champions a spirit of openness and warmth, democratizing exceptional art while shining a global spotlight on prodigious talent. This vision is amplified by a strategic partnership with Medici TV, bringing premium music to 190 countries. Meanwhile, the "**Friends of Verbier**" initiative elevates patronage beyond symbolism, cultivating a powerful and sustainable ecosystem to ensure classical music's enduring future.

Verbier Festival 2026 Shenzhen

In 2026, the Verbier Festival marks a **new era with its first venture beyond Europe**, taking root in Shenzhen. Through an eastward dialogue of civilizations, it will unfold as a ten-day celebration of classical music—a luminous gathering under the guidance of master artists, writing a new chapter in its storied legacy.

"Verbier Festival Shenzhen" aspires to grow, through dedicated cultivation, into a **world-class cultural-tourism landmark**. It is set not only to imbue Shenzhen's artistic and commercial landscape with enduring vitality but also to navigate a visionary path for the city's cultural soft power, within a collaborative and vibrant artistic ecosystem.

A photograph of the Shenzhen skyline at dusk, featuring the prominent, illuminated春笋 (Spring Bamboo) skyscraper. The city lights are reflected in the water in the foreground.

VERBIER
FESTIVAL
IN
ASIA

TEN DAYS. LIVE LEGENDS.



Gabor Takacs-Nagy



Minsoo Sohn



Brendan Kane



Alexander Malofeev



Mischa Maisky



Lang Lang



Julien Quentin



Mikhail Pletnev



Martha Argerich



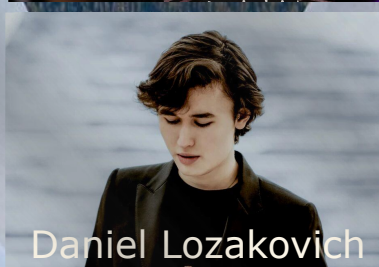
Bryn Terfel



Bruce Liu



Gautier Capuçon



Daniel Lozakovich



Daniel Blendulf



Blythe Teh Engstroem



VISION

Cultivating a Shared World.

& MISSION



A Historic Turning Point

- Breaking with its Europe-only past, it pioneers an **"Europe + Asia"** dual-city model—an iconic step in globalizing the arts.
- Held under an exclusive mandate, it secures a unique competitive position, making the brand both singular and irreplaceable.

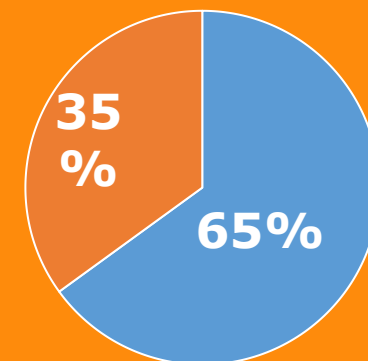
Mapping Access: Data and the Future of Arts Education

A Market in Motion: Year-on-year audience growth in Asia-Pacific reveals immense potential for making arts universally accessible. Dual Audience Pillars: A dominant youth segment (65%) injects new energy, while a steadfast cohort of high-net-worth individuals (40-60) provides crucial stabilizing support.

41%

Year-on-Year Growth
in Online Classical
Music Audience

(2024 Tencent Music Whitepaper)



■ Audience under 40
■ Viewers aged 40-60

Attracting a Global High-Net-Worth Audience

- A gathering of world-class artists in Shenzhen creates a magnetic draw for high art, engaging not only affluent, socially conscious patrons aged 40-60 but also a new generation of elites from Singapore, Malaysia, the Middle East, and India.
- Its dual-city model establishes an annual pilgrimage for global art lovers, positioning the event as the premier destination for cultural connection and patronage among high-net-worth audiences.

A Bridge to World-Class Artistry

- As the first Asian-authorized project in the Verbier Festival's 30-year history, it serves as a direct gateway to leading Western masters, unlocking exclusive artistic collaborations.
- It offers partners a distinguished **"Dialogue with Masters"** platform—enabling unique co-creation, exchange, and the meaningful application of elite artistic resources.

Elevating Global Influence

- As a **"Bridge of Mutual Inspiration,"** it enables Western artistic excellence and Eastern cultural wisdom to converge, fostering rich diversity within the global arts landscape.
- Rooted in Greater China and echoing across East Asia, it creates a cross-cultural system that amplifies brand presence—setting a living benchmark for international artistic exchange.

A background image of a city skyline at dusk or dawn, with various skyscrapers visible. The image is overlaid with a semi-transparent red filter. The text is centered over the image.

SPONSORS

Our Shared Value Proposition.

& PARTNERS

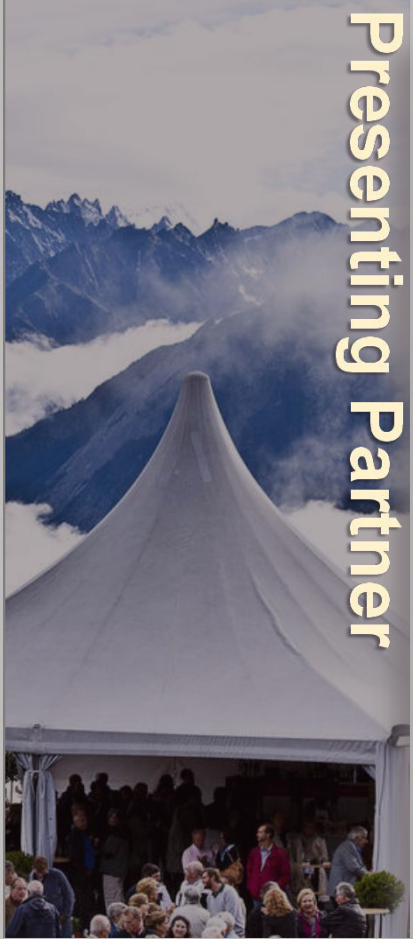


01 Corporate Partners

02 Individual Supporters

03 Student Ticket Scheme

04 Resource Exchange



Presenting Partner



Supporting Partner



Associating Partner



Cultural Sponsor

01 Corporate Partners

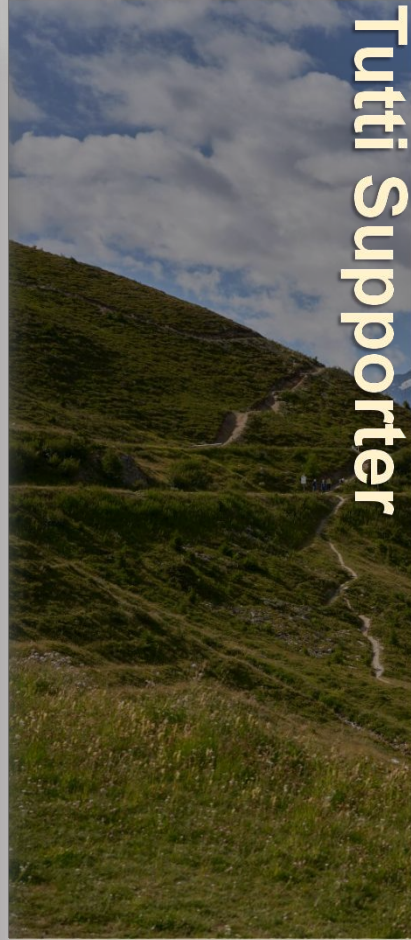
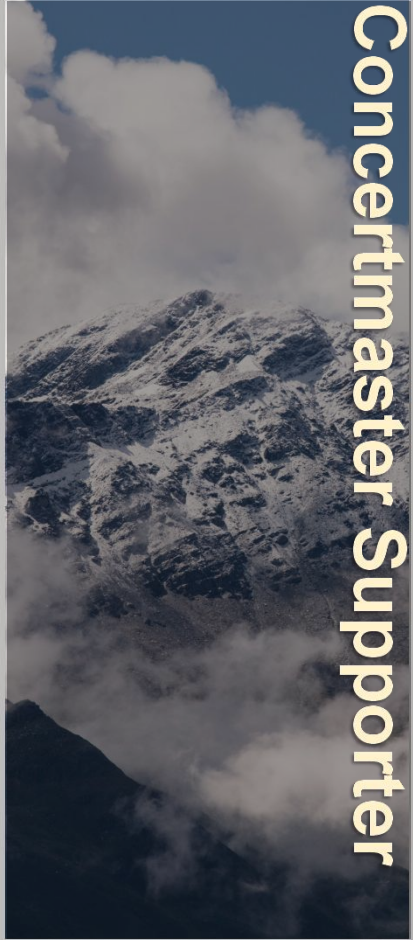
Rooted in Shared Soil,
Nurturing a Shared Legacy.

01 - Presenting Partner				
Benefit Category	Included	Details		
Brand Exposure	✓	Comprehensive Brand Integration: <ul style="list-style-type: none"> - Full-channel promotion (e.g., key visual posters, programmes, flyers) - On-site, official international website & promo video exposure - Schedule booklet inclusion - 2-page advertisement in performance programmes - 2-page feature in festival commemorative book 	On-Site Art Activation: <ul style="list-style-type: none"> - Branded art installation (up to 25m², product display allowed) - Exclusive on-site advertising reel 	Digital Media Matrix: <ul style="list-style-type: none"> - Custom social media campaign
Premium Experiences (Limited Availability)	✓	<ul style="list-style-type: none"> - VIP rehearsal access (20 seats/concert, selected concert) - Backstage pass for artist interaction (10 seats/concert) - Opening and closing events access (6 seats/event) - 20% discount on ticket purchase 		
Cross-Border Collaboration	✓	<ul style="list-style-type: none"> -Develop co-branded limited edition products 		
Authoritative Certification	✓	<ul style="list-style-type: none"> - Official trophy & certificate - Authorised promotional materials for CSR campaigns - Named youth artist scholarship - Corporate name on honour wall - Artist thank-you letter & photo 		
Travel Perks	✓	<ul style="list-style-type: none"> - Custom Verbier Festival (Switzerland) art-themed trip for corporate VVIPs/executives (6 tickets included) - Curated Shenzhen "Art+" cultural itinerary with dedicated assistant 		

02 - Supporting Partner				
Benefit Category	Included	Details		
Brand Exposure	✓	Multi-channel Presence:: - Key visual posters, programmes, schedule booklets - 1-page ad in performance programmes - 1-page feature in festival commemorative book	On-site Activation: - Photo engagement installation (3x6m backdrop)	Digital Media Matrix: - Online promotional exposure
Premium Experiences (Limited Availability)	✓	- Backstage pass for artist interaction (10 concerts, 6 seats/concert) - Opening and closing events access (4 seats/event) - 15% ticket discount		
Cross-Border Collaboration	✗	/		
Authoritative Certification	✓	- Official trophy & certificate - Authorised promotional materials for CSR campaigns - Corporate name on honour wall - Artist thank-you letter & photo		
Travel Perks	✓	- Customized Swiss music travel service with 15% discount on Verbier Festival tickets - Curated Shenzhen "Art+" cultural itinerary with dedicated assistance		

03 - Associating Partner				
Benefit Category	Included	Details		
Brand Exposure	✓	Selected Visibility: - Key visual posters, programmes, schedule booklets - 1/2-page feature in festival commemorative book	On-site Activation: - Brand display stand (X-Display Stand)	Digital Media Matrix: - Online promotional brand exposure
Premium Experiences (Limited Availability)	✓	- Backstage pass for artist interaction (5 concerts, 4 seats/concert) - Opening and closing events access (2 seats/event) - 10% ticket discount		
Cross-Border Collaboration	✗	/		
Authoritative Certification	✓	- Official trophy & certificate - Authorised promotional materials for CSR campaigns - Artist thank-you letter & photo		
Travel Perks	✓	- Customized Swiss music travel service with 10% discount on Verbier Festival tickets - Curated Shenzhen "Art+" cultural itinerary with dedicated assistance		

04 - Cultural Sponsor				
Benefit Category	Included	Details		
Brand Exposure	✓	Acknowledgement Visibility: - Extended exposure via program books / schedule brochures / offline posters	On-site Activation: - Limited to a specified number of occurrences	Offline Exposure: /
Premium Experiences (Limited Availability)	✓	- Opening and closing events access (1 seat/event) - 10% ticket discount		
Cross-Border Collaboration	✗	/		
Authoritative Certification	✓	- Official trophy & certificate - Authorised promotional materials for CSR campaigns		
Travel Perks	✗	/		



02 Individual Supporters

Marking our place in the star chart of art.

01 - Concertmaster Supporter		
Benefit Category	Included	Details
Brand Exposure	✓	- Promotional Material Exposure: Top position on the acknowledgement list
Premium Experiences (Limited Availability)	✓	- VIP rehearsal access (2 seats/concert) - Backstage pass for artist interaction (2 seats/concert) - ALL PASS Access (2 sets) - Exclusive lounge with premium drinks & snacks - 15% ticket discount (up to 10 tickets/concert) - Priority booking & seat selection
Cross-Border Collaboration	✗	
Authoritative Certification	✓	- Official trophy & certificate - Artist thank-you letter & group photo
Travel Perks	✓	- Premium accommodation in Shenzhen + dedicated car service - An exclusive Shenzhen exploration tour: A senior consultant provides one-on-one accompaniment throughout the journey, offering a deep integration of Lingnan culture and cutting-edge technology - Cross-border premium experience (Exclusively for compatriots from Hong Kong and Macao, with arranged cross-border dedicated car transfers)

02 - Principal Supporter

Benefit Category	Included	Details
Brand Exposure	✓	- Promotional Material Exposure: Second position on the acknowledgement list
Premium Experiences (Limited Availability)	✓	<ul style="list-style-type: none">- Backstage pass for artist interaction (10 concerts, 2 seats/concert)- ALL PASS Access (2 sets)- Exclusive lounge with premium drinks & snacks- 12% ticket discount (up to 8 tickets/concert)- Priority booking & seat selection
Cross-Border Collaboration	✗	
Authoritative Certification	✓	<ul style="list-style-type: none">- Official trophy & certificate- Artist thank-you letter & group photo
Travel Perks	✓	- An exclusive Shenzhen cultural tour: A dedicated consultant provides one-on-one accompaniment throughout, offering an in-depth discovery of the city's cultural essence

03 - Tutti Supporter

Benefit Category	Included	Details
Brand Exposure	✓	- Promotional Material Exposure: Listed on the acknowledgement list
Premium Experiences (Limited Availability)	✓	- ALL PASS Access (1 set) - Exclusive lounge with premium drinks & snacks - 10% discount on ticket purchase
Cross-Border Collaboration	✗	
Authoritative Certification	✓	- Official trophy & certificate - Artist thank-you letter & group photo
Travel Perks	✓	- An exclusive Shenzhen cultural highlights journey: Customized private transport for an efficient discovery of the city's cultural landmarks



Dawn Partner
(Individual/Micro-enterprise)



Resonance Partner
(Individual/Enterprise)



Dream-Weaver Partner
(Enterprise Preferred)



Customized Cooperation

Student Ticket Scheme

Sowing Starlight,
Illuminating Futures.

Donation Tier	Benefits
Dawn Partner (Individual/Micro-enterprise)	<ul style="list-style-type: none"> • Official e-Certificate of Appreciation • Name listed in the "Donor Honor Roll" on the festival's official website and program • Dedicated thank-you post on the festival's official social media • Access to online masterclasses
Resonance Partner (Individual/Enterprise)	<ul style="list-style-type: none"> • All benefits of Dawn Partner • Limited-edition festival gift set (e.g., signed program booklet, CD) • 4 standard tickets to attend the festival • Company logo or individual name featured at the festival venue on the "Student Ticket Support Wall"
Dream-Weaver Partner (Enterprise Preferred)	<ul style="list-style-type: none"> • All benefits of Resonance Partner • 1/4-page logo placement in the official festival program sponsor section • Naming rights for a dedicated masterclass, with an invitation to deliver an opening address • Co-published feature on official social media highlighting the brand's support for young artists and social responsibility
Customized Cooperation	<p>Welcome to conduct customized cooperation within this range. Such as:</p> <ul style="list-style-type: none"> • Exclusive naming rights for a specific masterclass or public workshop • Directed support for students from a specific country or region • Group employee volunteer opportunities at the festival

A dedicated channel for public welfare collaboration is available, connecting individuals and companies who support youth in the arts—creating shared commercial and social value.

Resource Exchange

Symphony of Value, Composing a Unique Chapter

04

Sincerely invite partners with **Advertising Resources, Vehicle Resources, Hotel Resources, Catering Resources, Live Streaming, Tourism Resources, Public Relations Resources, Technology Resources, and Cultural and Creative Resources** to become "Value Co-creation Partners". Through resource exchange, gain brand exposure and official certification.



Advertising Resources

Outdoor advertising space in public areas. Evaluation criteria include campaign reach (covering over 1 million people), duration (minimum 15 days), cost, and overall impact.



Vehicle Resources

Dedicated reception fleet offering premium domestic and international vehicles, tailored to specific usage needs.

Tourism Resources

Capable of integrating travel resources across Shenzhen and the Greater Bay Area to develop exclusive tour packages, supported by professional execution teams.



Online Live Streaming

Provide professional recording teams for live concerts (including video and audio teams), with influential online streaming platforms and able to provide broadcasting signals for foreign teams to connect.



Hotel Resources

Five-star accommodation for performers and high-end clients.



Catering Resources

Provide high-end reception restaurants for performance teams or high-end customers (able to accommodate at least 50 people at a time) and customize reception meals.

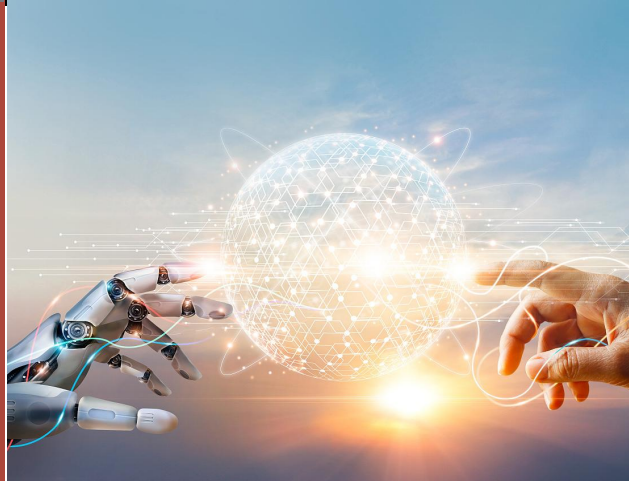


Public Relations Resources

Have professional event execution teams or publicity and PR teams with rich experience in event operations or media relations and publicity, to assist in the implementation of music festival projects.

Technology Resources

Well-known technology projects with industry influence and unique characteristics are provided to performance teams for live performances or high-end customer groups for in-depth experience.



Cultural & Creative Resources

Have cultural and creative product development capabilities, with a strong market presence in Shenzhen and high client satisfaction. We offer customization and are open to revenue-sharing models.



Rewards



Brand Exposure Benefits

Brand exposure in the main visual and schedule brochure of the music festival.



Authoritative Certification

Official certificate of appreciation from the music festival.



THANK YOU

- Working Together to Write a New Chapter of Future -

Contact: 0755-82841848; 0755-82841897