



Press Release

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New premium partnership between Sunrise UPC and Hallenstadion Zurich

Hallenstadion Zurich enters into its first premium partnership with Sunrise UPC. The two partners combine their unique expertise in live events, both online and offline, TV content marketing and digital customer experiences, which will result in offerings that are even more emotional and intuitive.

The partnership of Switzerland's premier event location with Sunrise UPC will take event experiences to a whole new level. «Among other things, we will be treating Hallenstadion visitors with new productions and digital offerings, which will be a nice surprise for our fans on top of the concert experience. We have found the perfect partner in Sunrise UPC, and our visitors can look forward to many future innovations,» says Philipp Musshafen, director of AG Hallenstadion.

First premium partnership at Hallenstadion Zurich

As Switzerland's largest indoor event location, with a capacity of up to 15,500 visitors, the Hallenstadion is the go-to venue for international events of all kinds. The «pause» imposed over the past two years as a result of COVID has been used to develop new concepts and pave the way for new partnerships. The first premium partner is opening up a completely new form of collaboration for the Hallenstadion, with the main focus on emotions and a overall innovative visitor experience - before, during and after the event.

«By working with Hallenstadion Zurich, Switzerland's largest event venue, we are taking another major step towards becoming the number 1 in the Swiss entertainment market. We will be offering our customers even more exciting and exclusive content – live and through digital channels», says André Krause, CEO of Sunrise UPC.

<https://hallenstadion.ch/news/259/das-hallenstadion-und-sunrise-upc>

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