

MEDIA RELEASE

25 years of a shared passion for music: Baloise Session and Baloise extend their sponsoring partnership until 2029

The Baloise Session music festival is delighted to announce that the contract with its Presenting Sponsor, the Baloise insurance and financial services provider, has been extended for another four years until 2029. The partnership has existed for 25 years, and the Presenting Sponsorship since 2013. The continuation of this partnership underscores the shared commitment to promote music and the vision of creating unforgettable experiences for music enthusiasts.

«The Baloise Session is a unique music festival that brings people together and offers them magical musical moments. We are proud to continue supporting this renowned series of events as Presenting Sponsor, and look forward to many more years of collaboration,» says Clemens Markstein, CEO of Baloise in Switzerland.

Beatrice Stirnimann, CEO of the Baloise Session, is also delighted: «We are proud to have had Baloise by our side as a loyal partner for the past 25 years. This sponsoring engagement has allowed us, as an independent event organiser, to make the Baloise Session what it is today: a festival that attracts musicians and visitors from around the world and has gained an international reputation.» Stephan Werthmüller, Chairman of the Festival Board, adds: «We want to thank Baloise for the major trust it has placed in our institution over many years. Thanks to this timely contract extension, we have the necessary planning security to further develop the festival.»

In recent years, thanks to the support of Baloise and all other sponsors and benefactors, the Baloise Session has been able to present global stars such as Alicia Keys, Rod Stewart, Lewis Capaldi and Eric Clapton in its intimate candle-lit club-like setting. The contract extension will allow the festival to continue bringing high-calibre artistes to Basel well into the future.

About Baloise

Everything at Baloise revolves around the future. As a European company headquartered in Basel (Switzerland) and with subsidiaries in Belgium, Germany and Luxembourg, Baloise has been operating for around 160 years, currently with a workforce of 8,000. In the 2022 financial year, it generated a business volume of around CHF 8.8 billion through its business services. The shares of Baloise Holding AG (BALN) are listed on the the SIX Swiss Exchange

The Baloise Session – Where the Magic Happens

Every autumn for the past 38 years, leading national and international stars have been appearing at the Baloise Session. 15,500 music fans attend the evening concerts in the Event Hall of the Basel Fair, with its seating restricted to 1,550. The intimate club-like setting, special seating around candlelit tables, and the audience's proximity to the stars turn a concert visit into a unique musical experience.

Basel, 23 October 2023

For further media information, contact:

Session Basel AG, Beatrice Stirnimann, Grenzacherstrasse 79, 4058 Basel, Switzerland
Tel: +41 61 686 44 44, E-mail: welcome@baloisession.ch, Website: baloisession.ch



@baloisession #baloisession #baloisession2023 #basel #lovebasel