**MEDIA RELEASE**

## Eventsponsor.ch becomes new Baloise Session sponsor

**The Baloise Session family of sponsors has a new member: The festival's helpers will now sport the eventsponsor.ch brand.**

«As a family-run firm from the Basel region, supporting the Baloise Session is a matter close to our heart. We look forward to clothing the crew of such a fantastic format in our t-shirts», says Michael Hugenschmidt, CEO of timu GmbH.

«We are delighted to welcome in eventsponsor.ch a locally-based and versatile partner to our sponsor team. The chic new t-shirts will make catering to our guests even more enjoyable for our over 200 helpers this autumn», adds Beatrice Stirnimann, CEO of the Baloise Session.

The next Baloise Session will be held in the Event Hall, Basel Fair, from 19 October to 09 November 2023. This year's line-up will be published on 23 August.

**Eventsponsor.ch/timu GmbH**
For more than 20 years, timu GmbH has been equipping various regional and national events with clothing, give-aways, merchandising and signage with its «eventsponsor.ch» brand. Customers also have the opportunity to obtain personal, professional advice at the large showroom in Wallbach or through the company's field service or back-office employees.
timu.ch / eventsponsor.ch

**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. Over the course of the festival, 15,500 music fans attend the evening concerts in the Event Hall of the Basel Fair, with its seating for only 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.

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