
Licht –
Festival
Des Lumières
Murten – Morat 20. – 31.01.27
Partnership Dossier

A Look Back at 2026

LICHT-FESTIVAL

FESTIVAL DES LUMIÈRES

21.01.–01.02.2026 18-22 H MURTEN-MORAT

10 JAHRE / ANS



Click on the video to play it.

The History

2016

The first edition...

of the Murten Light Festival was launched to bring a new sense of vitality to the region during the winter months.

2020

90’00 Visitors...

were welcomed to the Murten Light Festival during its record-breaking year.

2021

The Murten Licht LAB...

has been launched to make the region shine all year round.

2026

For 10 years...

the Murten Light Festival has been delighting visitors.

The Festival at a Glance...

Licht — Festival Des Lumières

300
Volunteers

73’000
Visitors during 12 festival days

4,5 Mio.
Economic Impact

1 Mio.
Advertising value

29
Artists from around the world

150
Partners & Sponsors

+125 %
Hotel stays

Our Commitment

„Klein und fein“ – Great ambition on a human scale.

Bringing a Region to Life

Let's work together to strengthen our region and make it shine.

- Collaboration with regional organizations and businesses
- Light art projects with elementary school classes
- Promotion of local restaurants and businesses

Sharing, Developing, and Promoting Talent

Encourage creativity and highlight new talent.

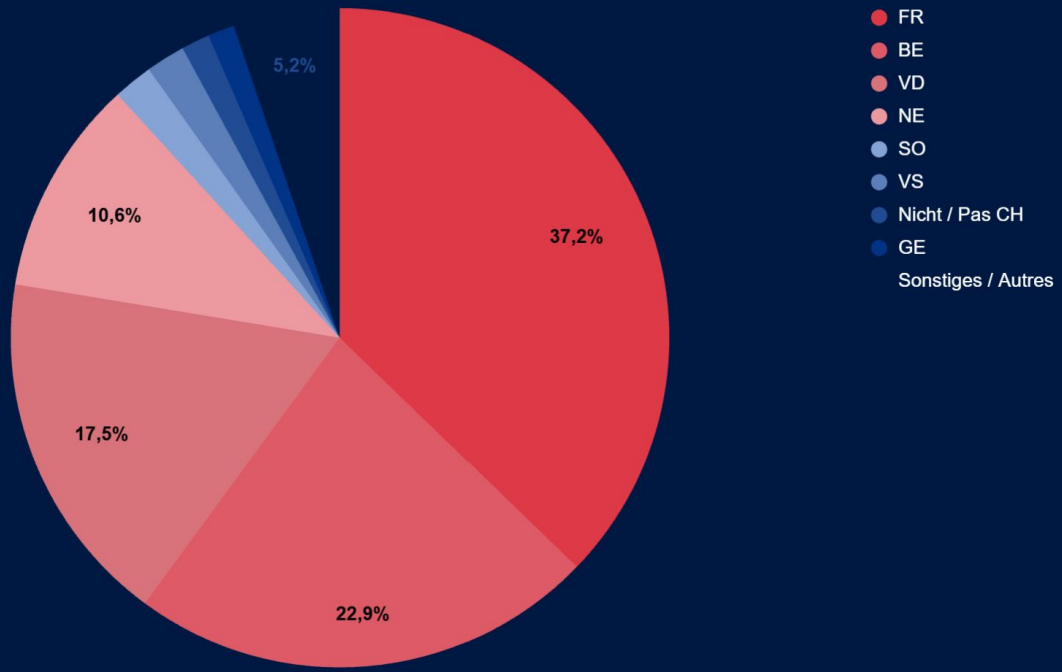
- Art projects in collaboration with schools and institutions such as the Domdidier Middle School, eikon, etc.
- A platform dedicated to Swiss artists and emerging talent

Culture for Everyone

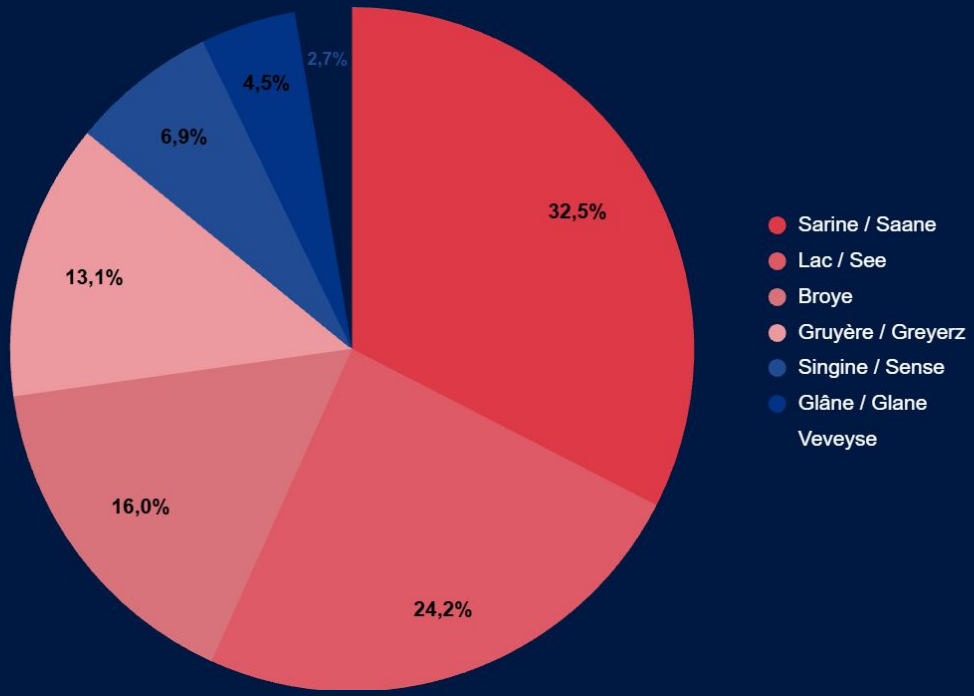
Experience culture — open to everyone.

- Guided tours specially adapted for people with visual disabilities
- Collaboration with Applico and VAM
- Reduced prices with the KulturLegi

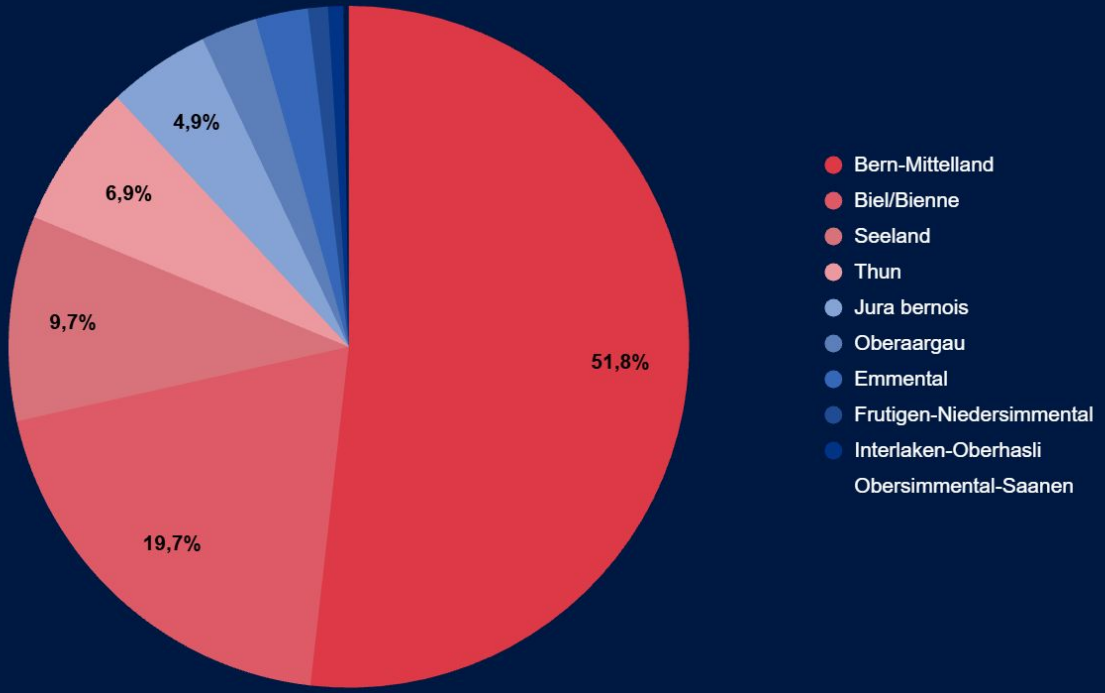
Visitors' Place of Origin



Visitors by Freiburg District



Visitors by Bern district



Why support the Murten Light Festival?

Emotions and Activation

Reach the people where emotions arise.

- No static advertising
- Customized platforms
- Direct customer contact

Reach and Visibility

The Appeal of Bilingualism

- 73,000 visitors
- 1 million people reached through press coverage
- National reach

Sustainability and Commitment

Taking Responsibility for the Future

- An Attractive Platform for Artists
- Support for Amateur Artists
- Cultural Education

Licht — Festival Des Lumières

Sponsorship Packages

Presenting Partner - CHF 100’000.-
Your brand at the heart of the festival.

Gold Partner - CHF 50’000.-
Play an active role in shaping the festival and benefit from high visibility.

Silver Partner - CHF 25’000.-
Make a part of the festival your own and turn it into your stage.

Bronze Partner - CHF 10’000.-
Take advantage of a wide range of opportunities to raise your brand's profile at the festival.

Arteplage Partner - offen
Support an artist or an installation directly.

Presenting Partner

CHF 100 000.-

- **Exclusive integration as Presenting Partner in corporate design and festival communications (upon agreement)**
- Customized experience or activation area (e.g., interactive installation, lounge, giveaways, or activities for visitors)
- Guest of honor at the opening event or on a festival evening of your choice
- Services in return (tickets or partner evening) valued at CHF 20,000.-



Gold Partner

CHF 50’000.-

- **Opportunity for product placement, promotions, and sampling activities**
- Guest of honor at the opening event or on a festival evening of your choice
- Prominent logo presence on the poster and various communication materials
- Presence of the company logo on the Berntorplatz during the interval of the main projection on one evening
- Services in return (tickets or partner evening) valued at CHF 10,000.-



Silver Partner

CHF 25’000.-

- **Opportunity to actively help shape a festival area (e.g., entrance, lanterns, lounge area, light installation, or promotional activities by arrangement in the entrance area)**
- Logo presence on the poster and various communication materials
- Presence of the company logo on the Berntorplatz during the interval of the main projection on one evening
- Services in return (tickets or partner evening) valued at CHF 5,000.-



Bronze Partner

CHF 10’000.-

- **Presence of the company logo during the interval of the main projection on one evening**
- Opportunity for smaller promotional activities by arrangement in the entrance area on one evening
- Logo presence on various communication materials
- Services in return (tickets or partner evening) valued at CHF 2,000.-



Arteplage Partner

Open contribution (CHF 500.- to 6’000.-)

- **Presence on information boards of the light installation, directly on the festival grounds (logo size according to the total share of sponsored services) as well as on the website program page**
- Services in return (tickets or partner evening) valued at 20% of the sponsorship amount

 Select the Arteplage that best fits your company.



Let's make a difference together!

Licht — Festival Des Lumières





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and many other partners who contribute to the festival's success.


Become part of the
festival family ♡