



POKAL VITRANC
AUDI FIS ALPINE SKI WORLD CUP
KRANJSKA GORA

65.

VITRANC CUP

7. – 8. March 2026

A TRADITION THAT ENDURES

The skiing story began in **1961**.

One of the oldest and best-organized
traditional international sporting events in
Slovenia.

An event that unites the **entire skiing world** —
broadcast in 50 countries across 5 continents.



1. VITRANC
CUP – 1961



FIRST INCLUDED
IN THE WORLD
CUP CALENDAR
– 1968



50. VITRANC
CUP – 2011



60. VITRANC
CUP – 2021



64. VITRANC
CUP – 2025



65. VITRANC
CUP – 2026





PARALLEL EVENTS

MORE THAN JUST SKIING

- Opening ceremony of the competition.
- Entertainment program at the venue for spectators between the two runs.
- Winners' ceremony after the competition.
- The biggest Slovenian Après-ski Party — public draw of start numbers for the slalom, with a lively program featuring well-known performers in the center of Kranjska Gora (Saturday evening).
- Competition viewing, entertainment program, and VIP areas for invited guests and Vitranc Cup partners.
- A variety of other cultural and entertainment events.



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BECOME PART
OF THE TRADITION

www.pokal-vitranc.com

FOR FUTURE GENERATIONS

MORE THAN JUST SKIING

- Promotion of Slovenia & the Kranjska Gora destination.
- Economic impact and visibility for the Slovenian economy.
- B2B opportunities.
- Development of ski slopes and other public and tourist infrastructure in the destination.
- Advancement of alpine skiing and sports in Slovenia.



OPPORTUNITIES FOR PARTNERSHIP

UNLOCK THE POTENTIAL OF THE VITRANC CUP

- Promotion and activation of sponsor brands within the Vitranc Cup framework.
- Business events held as part of the Vitranc Cup.
- Development of new technologies and products to support sporting events and beyond.
- Showcasing offers and new technologies for sports and other MICE events within the Vitranc Cup.

STATISTIKA

65 MILL

Total viewership

The numbers speak for themselves.

We ensure our sponsors exceptional visibility on national television, online platforms, and social media. The numbers prove just how strong and consistent your brand's presence is alongside our sporting achievements.

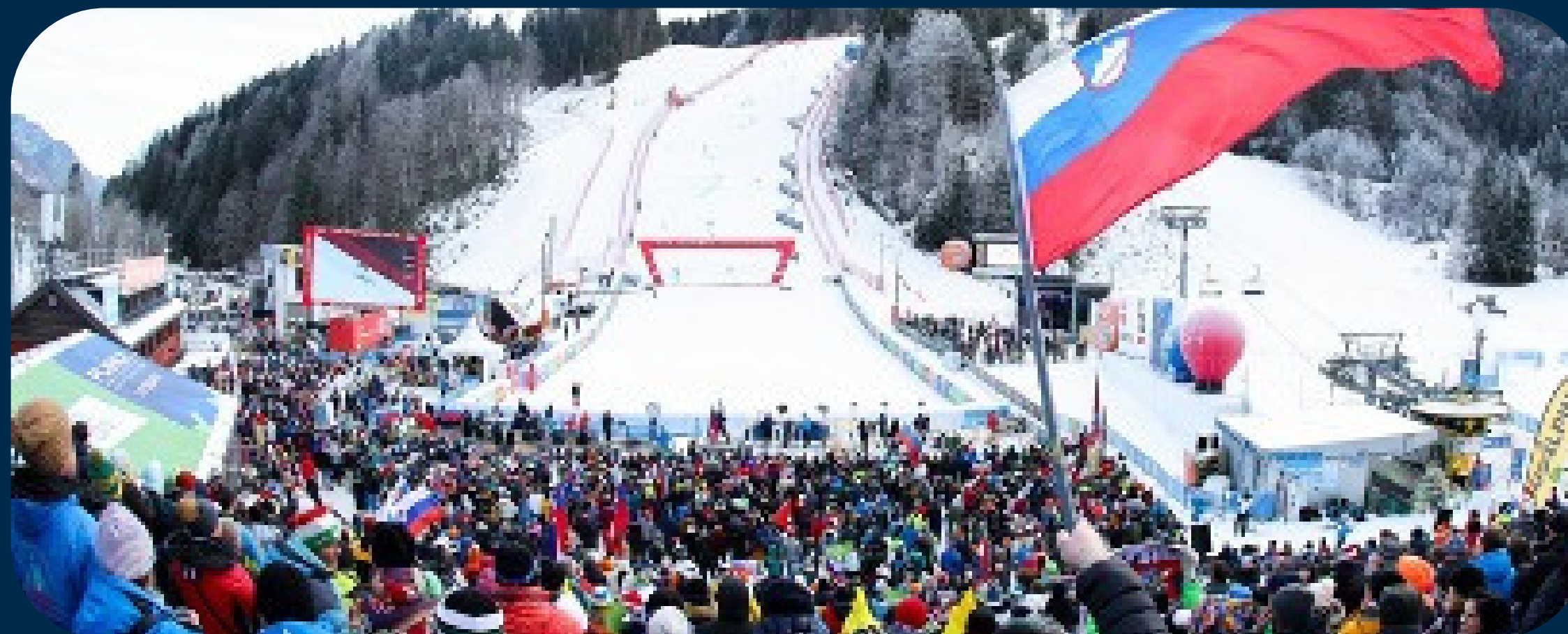
These metrics allow you to precisely calculate the return on your investment and see how partnering with us builds both brand recognition and customer loyalty.

209 H

Broadcast duration

1.772 MILL

Event reach



BRAND EXPOSURE OPPORTUNITIES AT THE RACE – 1

MAKE THE MOST OF DIVERSE ADVERTISING LOCATIONS TO SHOWCASE YOUR BRAND.

FINISH ARENA



START AREA



BOARDS ALONG ON THE RACECOURSE



BOARDS ON THE SAFETY FENCES



BRAND EXPOSURE OPPORTUNITIES AT THE RACE – 2

MAKE THE MOST OF DIVERSE ADVERTISING LOCATIONS TO SHOWCASE YOUR BRAND.

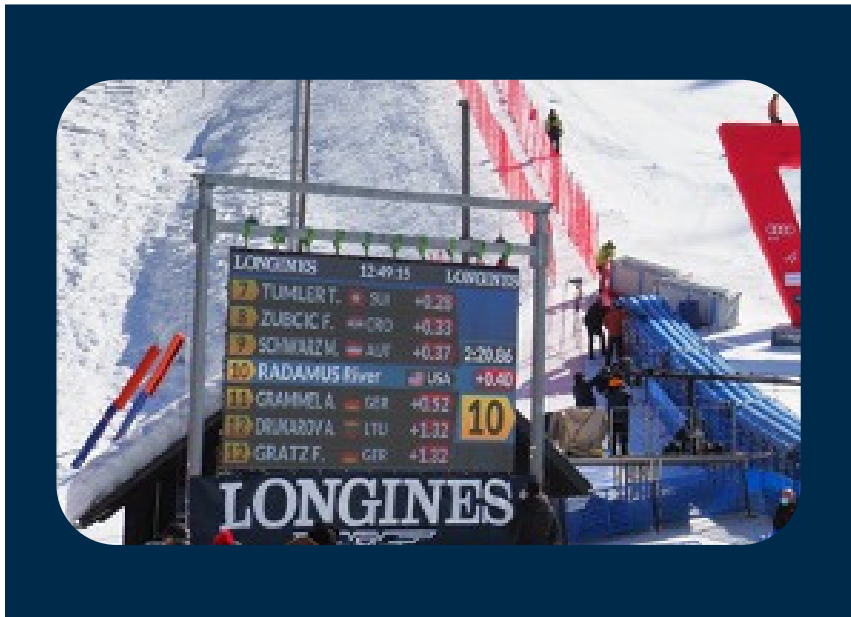
GRANDSTAND



FINISH ARENA



LEADERBOARD



START NUMBER



MEDIA COVERAGE

The data refers exclusively to Slovenia.

Source: Kliping

SUBJECT / METRIC	NUMBER
NUMBER OF MEDIA MENTIONS	624
CUMULATIVE REACH OF MEDIA MENTIONS	118.281.414
AVERAGE REACH PER MENTION	227.028
TOTAL GROSS VALUE OF MENTIONS	753.968 €
NUMBER OF MEDIA OUTLETS (SLO)	127

The overview shows that national media dominate the coverage (396 mentions). Among the analyzed mentions, no negative reporting was observed; all mentions were either neutral or positive toward the event, which is also an achievement from a communications perspective.



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JOIN THE STORY

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