

Media Release

Zurich, 9 June 2026

Sunrise becomes a Main Partner of the Zurich Film Festival

- **Sunrise is to become a Main Partner of the Zurich Film Festival (ZFF) for three years.**
- **With Sunrise, the ZFF completes its roster of Main Partners, sending a strong signal for the future of the festival as Switzerland's leading cultural and society event.**
- **The ZFF expands the existing Sunrise commitment in the music, event and sports sectors to include the world of film. Thanks to the new Sunrise Rewards programme, Sunrise customers can enjoy exclusive experiences at one of the largest and most renowned film festivals in Europe, which attracts extensive international attention: from discounted tickets to an invitation to the opening night and a private dinner with international film stars.**
- **VIP packages are available for business clients for the Opening Night and Awards Night, and for an exclusive hospitality event featuring a film premiere.**
- **Sunrise is supporting the ZFF with high-performance mobile, landline and Internet services.**

As part of a three-year partnership, Sunrise is now a new Main Partner of the Zurich Film Festival (ZFF). This is the second-largest film festival in the German-speaking world. Named one of the ten most on-trend film festivals in Europe by «The Guardian», it has for years been a champion of international cinema, a supporter of young filmmakers and a promoter of Swiss film.

For the Zurich Film Festival, this partnership marks a major milestone. By gaining Sunrise as a new Main Partner, the ZFF completes its main partner line-up. At the same time, both organisations share a mutual understanding of bringing people together through extraordinary experiences. The Sunrise Rewards programme and the brand promise «Dream Big. Do Big.» are perfectly aligned with the vision of the Zurich Film Festival, an event which has established itself as Switzerland's leading cultural and society event and which is eager to continue along this path with strong partners.

The ZFF brings international glamour to Zurich and is enabling Sunrise, as a Main Partner, to offer its customers the chance to benefit directly from the partnership through the [Sunrise Rewards](#) programme, in the form of a wide range of unique and exclusive benefits. Sunrise is also supporting the ZFF with its [multi-award-winning services](#), providing high-performance mobile and landline telephony and secure and reliable Internet connections – all year round and throughout the festival – thereby making sure that guests, filmmakers and festival partners have everything they need for seamless communication and networking.

André Krause, CEO of Sunrise, emphasises: «The Zurich Film Festival is renowned far beyond Switzerland's borders. As a ZFF Main Partner, we're able to offer our loyal customers a host of unbeatable benefits and unique experiences. That's why this major national and international cultural event is a perfect fit for Sunrise Rewards. We're very much looking forward to the partnership and to working with Christian Jungen and the ZFF team. Through this partnership, we'll make a real difference in the coming years and create unforgettable cinema moments. And we'll also be providing the technical networking and telecommunications for the Zurich Film Festival. This is further recognition of our capabilities».

Christian Jungen, CEO of the Zurich Film Festival, is delighted with the new Main Partner: «With Sunrise, we're getting the best of both worlds. As a reliable Swiss telecom provider known for its high standards of quality and innovation, Sunrise is helping us ensure the festival runs smoothly from a technical perspective. At the same time, gaining Sunrise as a new Main Partner means we've been able to complement our partner portfolio perfectly. We share a common ambition to inspire people and create for them special moments. The Sunrise brand promise, «Dream Big. Do Big.», reflects our own goal of continuing to strengthen the Zurich Film Festival as a leading cultural and society event and developing it further with new initiatives.»

Sunrise Rewards with Silver, Gold and Platinum benefits

Sunrise rewards loyal customers through the [Sunrise Rewards](#) programme. The longer they stay with Sunrise, the more benefits they enjoy. These also include the benefits from the ZFF partnership, such as discounted tickets, exclusive «money-can't-buy» experiences, invitations to the Opening Night and an exclusive dinner with an international film star.

[Picture 1: Christian Jungen, CEO of the Zurich Film Festival \(left\) & André Krause, CEO of Sunrise \(right\)](#)

[Picture 2: André Krause, CEO of Sunrise \(left\) & Christian Jungen, CEO of the Zurich Film Festival \(right\)](#)

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