



UPDATED FEB 26

SPONSORING

GRAND AUFGUSS MASTERS





INTRO

GRAND AUFGUSS MASTERS

Great emotions, friendship, true passion for sauna, and a deep respect for resources – all of this unites Aufguss Roots with its hosts of the event.

If you've ever experienced the Aufguss scene and its spectacular aufguss-shows, this two-day event offers you a truly special retreat.

Grand Aufguss Masters – an event that annually brings together the crème de la crème of the Aufguss scene in one location in Europe. Be part of it and let yourself be enchanted by the unique setting of our different hosts.

Look forward to many big and small surprises that will transform your wellness time into a truly unforgettable experience.

GRAND AUFGUSS MASTERS – We celebrate friendship & sauna!

#grandaufgussmasters #passionofaufguss

24th & 25th JULY 2026 | CamboMare Kempten



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REALIZATION 2026

STAGE FOR THE BEST IN THE WORLD

The GRAND AUGUSS MASTERS will take place from July 24th, 2026, to July 25th, 2026, at CamboMare, Kempten, Germany. The venue for the GRAND AUGUSS MASTERS is chosen anew each year.

This year, the best Aufguss Masters from different nations will participate again. Last year with an impressive track record of nine world championship titles and more than 40 national championship titles in recent years, we are about to organize such an event of superlatives again. All Aufguss masters will showcase their world-class shows from past years also in Kempten.

The Aufguss Roots Grand Aufguss Masters is by no means a standard event, but rather a custom-tailored experience of the highest caliber. Numerous key decision-makers from thermal spas, sauna facilities, and the hospitality industry from all across Europe, as well as members of the press, are expected to attend as guests.

PARTNER 2026



CAMBOMARE | KEMPTEN

ALLGÄUER GEMÜTLICHKEIT



Located in Kempten in the “Allgäu” region, the Cambomare offers a sauna landscape that uniquely combines warmth, tranquility, and regional character. A variety of saunas with distinct atmospheres, carefully curated infusion rituals, and elegant relaxation areas create a place where everyday life gently fades into the background. Surrounded by the calm spirit of the Allgäu, Cambomare invites guests to slow down, breathe deeply, and rediscover true relaxation.

These very qualities make Cambomare the perfect venue for the Grand Aufguss Masters. At its heart lies the impressive Kelo sauna, whose expansive design, powerful heat, and excellent air circulation provide ideal conditions for high-level show and competition aufguss. It unites space, atmosphere, and technical excellence, creating a stage where Aufguss culture becomes a true performance—intense, emotional, and unforgettable.

Advertising Platforms at Cambomare during the GRAND AUFGUSS MASTERS

Public Screens Advertising (45 broadcasts of 30 seconds daily).

Guests seek information in the entrance area, bathing facilities, and sauna complex—an ideal platform for your advertising message. Be visible where our guests take their time.

Public Screen in the Sauna Landscape (90 broadcasts of 30 seconds daily).

Product Promotion in the Sauna Landscape

The relaxing sauna atmosphere at Cambomare Kempten provides the perfect setting for personal and direct conversations with potential customers.



REACH AS IT'S BEST

Why become a sponsor of GRAND AUFGUSS MASTERS?

If you are already active in the sauna & wellness industry, you know that keeping an eye on the competition is essential. However, due to the density of facilities and offerings, this can be quite challenging. While best practices can be observed, they rarely allow you to truly stand out from the crowd, establish a niche offering, or create a unique selling proposition (USP).

Learning from the best and keeping track of international developments is our guiding principle. That is why an exclusive sauna event like GRAND AUFGUSS MASTERS—which not only deviates from the usual relaxation-focused wellness routine but also attracts new visitors to sauna facilities—serves as both a starting point and a highlight for many businesses within the industry.

As a sponsor, you have the opportunity to present your brand on a national and international stage while gaining new customers. The strong reputation and high recognition of GRAND AUFGUSS MASTERS within the sauna industry make it an ideal platform for placing your offerings.

Sauna guests are an experience-driven yet health-conscious target group. Products and services that cater to their needs—or are directly experienced as part of a sauna visit—are perceived as premium, high-quality, and trustworthy. Additionally, the setting in which these products are presented is associated with positive experiences, making customer engagement even more impactful.

Communication & Media Presence

GRAND AUFGUSS MASTERS is an event with both national and international reach. Key communication strategies include:

Email campaigns | Press releases | Social media marketing | On-site promotions

For instance, public screens generate up to 300,000 views during the event.

The event is featured across multiple media channels, including:

Instagram | LinkedIn | Facebook | Grand Aufguss Masters Homepage | Host Homepage | Aufguss Roots Homepage

Join us as a sponsor and take advantage of this premium opportunity to connect with a dedicated and engaged audience in the world of sauna & wellness!

YOUR ADVANTAGE?



GOLD-SPONSORING



PUBLIC RELATIONS

- The Gold Sponsor will be featured and linked on the official GRAND AUFGUSS MASTERS website with their company logo.
- A promotional video provided by the Gold Sponsor will be published across all social media channels of the host and Aufguss Roots.
- The Gold Sponsor will be presented as the main sponsor in the Grand Aufguss Masters 2026 video clip, including their company logo.
- Flyers and other publications issued by the event organizer and rights holder will prominently display the Gold Sponsor's logo.
- Company logo presence on participant T-shirts and embroidered participant gifts.
- The Gold Sponsor will be promoted across all social media channels from the moment of confirmation until and throughout the GRAND AUFGUSS MASTERS event.
- The Gold Sponsor will receive an exclusive podcast episode on the "Abenteuer Wellness" Podcast.

BRAND VISIBILITY & ON-SITE PROMOTION

- The Gold Sponsor can present their products in the sauna area of the event venue.
- Up to two roll-ups can be placed in the entrance area and in front of the event sauna.
- The Gold Sponsor can equip participants with merchandising items.
- A dedicated exhibition space will be provided for the Gold Sponsor throughout the entire GRAND AUFGUSS MASTERS event.

EXCLUSIVE EVENT ACCESS, PRIVILEGES

- The Gold Sponsor will receive two full-access passes for all event days at GRAND AUFGUSS MASTERS, including catering.
- The Gold Sponsor will be personally introduced during the gift presentation ceremony, and a roll-up banner of the Gold Sponsor will be prominently placed.

EXCLUSIVITY

- The Gold Sponsor enjoys exclusive sponsorship privileges at GRAND AUFGUSS MASTERS.

**SPONSORSHIP FEE
5.000,- EURO NETTO**

SILBER-SPONSORING



PUBLIC RELATIONS

- The Silver Sponsor will be featured and linked on the official GRAND AUFGUSS MASTERS website with their company logo.
- The Silver Sponsor will be presented as a Silver Sponsor in the GRAND AUFGUSS MASTERS 2026 video clip, including their company logo.
- Flyers, banners, and other publications issued by the event organizer and rights holder will prominently display the Silver Sponsor's logo.
- Company logo presence on participant T-shirts and embroidered participant gifts.

BRAND VISIBILITY & ON-SITE PROMOTION

- The Silver Sponsor can present products in the entrance area of the event venue.

EXCLUSIVE EVENT ACCESS, PRIVILEGES

- The Silver Sponsor will receive two full-access passes for all event days at GRAND AUFGUSS MASTERS, including catering.

EXCLUSIVITY

- There may be multiple Silver Sponsors for GRAND AUFGUSS MASTERS – exclusivity is not guaranteed.

**SPONSORSHIP FEE:
2.500,- EURO NETTO**



BRONZE-SPONSORING

PUBLIC RELATIONS

- The Silver Sponsor will be featured and linked on the official GRAND AUFGUSS MASTERS website with their company logo.
- Company logo presence on participant T-shirts and embroidered participant gifts
- Flyers, banners, and other publications issued by the event organizer and rights holder will prominently display the Silver Sponsor's logo.

BRAND VISIBILITY & ON-SITE PROMOTION

- The Bronze Sponsor can present products in the entrance area of the event venue.

EXCLUSIVE EVENT ACCESS, PRIVILEGES

- The Bronze Sponsor will receive two entry tickets for all event days at GRAND AUFGUSS MASTERS.

EXCLUSIVITY

- There may be multiple Bronze Sponsors for GRAND AUFGUSS MASTERS – exclusivity is not guaranteed.

**SPONSORSHIP FEE:
1.000,- EURO NETTO**

CONTACT



DON'T HESITATE!

Are you interested in sponsoring the GRAND AUFGUSS MASTERS?
Then don't hesitate to contact us!

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