

Official partner of the Eurovision Song Contest 2025

We're thrilled to announce that Novartis, a proudly Swiss company, is an official partner of the Eurovision Song Contest 2025, hosted in our headquarters city of Basel, Switzerland.

Oct 31, 2024

Like Novartis, the Eurovision Song Contest was founded in Switzerland, and we're delighted to offer our support to this legendary contest and our home country.

For ten unforgettable days, Basel will transform into a global hub of creativity and community, bringing together viewers from across the world and thousands of visitors to Basel. The Eurovision Song contest is one of the most watched non-sporting events globally, attracting over 170 million TV viewers for the finals, in addition to the billions of social and in-person brand impressions.

With 78 000 employees from over 100 countries, at Novartis, we believe in the power of collective creativity and international collaboration — values we share with Eurovision.

So, here's to seizing the moment and meeting at the intersection of innovation and creativity.

Please follow our social media channels to get the latest news on our involvement.

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