PARTNERSHIPS 2026/27

FABIANA FACHIN

From the Alps.
With a clear goal.

Alpine snowboarding · Italy · C.S. Esercito

beKnown

Make a name for yourself.



The athlete.



“I love snowboarding in all its forms.”

Fabiana Fachin

At ten, Fabiana follows her sister into snowboarding. For three years, she rides a softboard, simply for the joy of the sport.

At the sports school in Mals, she discovers hardboot snowboarding and racing. Today, she competes for Italy and C.S. Esercito in the parallel disciplines.

What drives her: the freedom of riding, the speed and the feeling of carving on the edge, close to the snow.

2004	Valdidentro	C.S. Esercito	PGS / PSL
Born	Home in Italy	Sports group	Parallel disciplines

Top 5 in the Europa Cup.

2025/26 · WOMEN · PARALLEL

5th

Europa Cup overall standings

620

Europa Cup points

2

Podiums · including one win

THREE SEASONS. CLEAR PROGRESS.

2023/24	2024/25	2025/26
Rank 15	**Rank 14**	**Rank 5**
260 points	283 points	620 points



World Cup debut: December 2023

Carezza · Parallel giant slalom

GOAL 2026/27 · EUROPA CUP

Win the overall standings.

GOAL 2026/27 · WORLD CUP

Reach the finals consistently.

LONG-TERM GOAL · 2030

Olympic Games.

Results: FIS. Personal goals from Fabiana's onboarding.

Her roots. Her drive.



Valdidentro.

At home in the Italian Alps, competing on the international circuit. Fabiana combines sporting ambition with an open, creative personality.

Sport & outdoors

Training, preparation and everyday life on snow offer insights into the world of a competitive athlete.

Everyday life & lifestyle

Dancing, crochet and sewing are as much a part of Fabiana as climbing and windsurfing. Her personality brings variety to her stories.

Region & roots

Her home region creates a personal connection for local businesses and stories inspired by the mountains.

Sport. Personality. Connection.

4,045

Instagram followers



Training & racing

Preparation, progress and moments from snowboard racing.



Behind the scenes

Personal insights into training and everyday life beyond the results.



The person behind the sport

Mountains, creative interests and the joy of snowboarding.

Follower count from the existing profile analysis.

What your company gains.

A partnership connects your brand with Fabiana’s sporting journey. We develop the right connection, from the story to its delivery.

01

Visibility in sport.

A presence on the board, helmet or racewear can showcase your brand in a sporting setting. We clarify which placements can actually be approved for Fabiana.

SPORT & BRAND PRESENCE

02

Stories with personality.

Reels, Stories and agreed visual content bring training, progress and everyday life closer to your audience. Use on your own channels is agreed in line with your goals.

CONTENT & COMMUNICATION

03

Collaboration that works.

beKnown coordinates briefs, schedules and approvals. A dedicated contact supports delivery and documents the agreed services.

SUPPORT & TRANSPARENCY

What your partnership could look like.

Insights into Fabiana’s season, accompanying Stories and a shared brand presence: we develop the content, channels and occasion with you. Shoots and events by arrangement.

Your brand in racing.

Four potential placements, clearly defined and tailored to your partnership.

HELMET DETAIL



ALPINE SNOWBOARDING



01 Front helmet sponsor

Helmet front

Frontal race images · images with helmet

02 Side helmet sponsor

Helmet side

Side-on race images · training with helmet

03 Board sponsor

Board topsheet

Races · training · images with board

04 Racewear sponsor

Racewear

Race and training images · sports photography

All placements are subject to FIS rules and approval by FISI and C.S. Esercito.

Partnership models 2026/27

Partnerships from €2,500 net

Starting framework per season. Scope and terms are tailored to your goals, the services and the available rights.

01	**Supporting Partner**	Digital support	Mention as a Supporting Partner · 4 joint posts · seasonal updates · mid-season and season reports
02	**Partner**	Racewear*	8 joint posts · mid-season and season reports
03	**Premium Partner**	Helmet side*	Digital services of the Partner tier · 1 joint activation · 1 tailored content idea
04	**Main Partner**	Board topsheet or helmet front* · exclusive	Digital services of the Premium tier · joint season planning · in-person activations by agreement

* Physical placements are subject to confirmed availability and FISI/Esercito approval. Illustrative models; scope, fees and rights are agreed individually.

Moving forward together.

You bring your goals. Fabiana brings her personality and sporting journey. beKnown supports the collaboration with clear briefs, coordinated approvals and transparent reporting.

HOW A PARTNERSHIP TAKES SHAPE

01

Concept

Agree on goals, the brand and potential services together.

02

Clarify rights

Check placements, sectors and image rights with FISI and Esercito.

03

Formalise the agreement

Negotiation and contracting of the relevant rights through FISI; required Esercito approval.

04

Deliver

Coordinate content and schedules; document deliverables and insights.

CONTACT · YOUR CONTACTS

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