

SBS SWISS BUSINESS SCHOOL

World Championship Prediction Contests 2026

Official Rules and Terms & Conditions

1. Organizer

The SBS World Championship Prediction Contests 2026 (“Contests”) are organized and administered by SBS Swiss Business School (“SBS”).

These Contests are conducted independently by SBS and are not sponsored, endorsed, administered by, or associated with any football governing body, tournament organizer, social media platform, or third party.

2. Contest Overview

SBS Swiss Business School is organizing two prediction contests:

Contest 1

Will Switzerland Advance to the Round of 16?

Participants must predict whether Switzerland will qualify for the Round of 16.

Contest 2

Predict the 2026 World Champion

Participants must predict which national team will become the 2026 World Champion.

Participation in both contests is free of charge.

3. Eligibility

To participate, entrants must:

- Be at least 18 years of age.
- Follow SBS Swiss Business School on the social media platform through which they submit their entry (Instagram, LinkedIn, or Facebook) at the time winners are selected.
- Submit their predictions before the applicable deadline.

- Provide the required participant information.
- Comply with these Official Rules and Terms & Conditions.

Employees of SBS Swiss Business School and members of their immediate families are not eligible to win.

SBS reserves the right to verify participant eligibility at any time.

4. How to Participate

Step 1

Follow SBS Swiss Business School on the platform through which you participate:

- Instagram
- LinkedIn
- Facebook

Step 2

Send a direct message to SBS through Instagram, LinkedIn, or Facebook containing:

- First Name and Last Name
- E-mail
- Phone Number / Mobile Number
- Prediction for Contest 1: Will Switzerland advance to the Round of 16? (Yes/No)
- Prediction for Contest 2: Which national team will become the 2026 World Champion?

Step 3

Submit your prediction before the applicable deadline.

Only one entry per person is permitted for each contest.

If multiple entries are received from the same participant, SBS reserves the right to consider only the first valid submission.

5. Contest Deadlines

Contest 1 – Switzerland Advances to the Round of 16

Entries must be received before the start of Switzerland’s third group-stage match:

24 June 2026 at 20:00 CEST


Switzerland's Group Stage Matches:

| Date | Match |
|--------------|---------------------------------------|
| 13 June 2026 | Qatar vs Switzerland |
| 18 June 2026 | Switzerland vs Bosnia and Herzegovina |
| 24 June 2026 | Switzerland vs Canada |

Contest 2 – Predict the World Champion

Entries must be received no later than twenty-four (24) hours before the Final Match:

18 July 2026 at 21:00 CEST

 Final Match: **19 July 2026**

Entries submitted after the applicable deadline will not be considered.

6. Prizes

Contest 1 Prize

One participant who correctly predicts whether Switzerland advances to the Round of 16 will receive:

One complimentary seat in a two-day SBS Executive Education course.

The course must be selected from SBS Executive Education offerings available at the time of redemption.

Contest 2 Prize

One participant who correctly predicts the winning national team will receive:

A 50% Tuition Fees Waiver on any SBS Academic Program.

Eligible programs include:

- Bachelor's Programs
- Master's Programs
- MBA Programs
- Executive MBA (EMBA)
- DBA Programs
- Executive Education Programs

The tuition fees waiver:

- Applies to tuition fees only.
- Does not cover travel, accommodation, books, administrative fees, examination fees, application fees, visa costs, or any other expenses.
- Is non-transferable.
- Has no cash value.
- Cannot be exchanged for cash, credit, or other benefits.
- Must be redeemed within twenty-four (24) months of winner notification.
- Is subject to SBS admission requirements and academic policies.

Admission requirements remain applicable.

7. Winner Selection

For each contest:

1. SBS will identify all participants who submitted the correct prediction.
2. Eligible participants will be entered into a random drawing.
3. One winner will be selected for each contest.

If no participant submits a correct prediction, SBS reserves the right not to award the corresponding prize.

The decision of SBS shall be final.

8. Winner Notification

Winners will be announced within five (5) working days after the relevant outcome has been officially confirmed.

Winners may be contacted through:

- Instagram
- LinkedIn
- Facebook
- Email (if provided)

If a winner cannot be contacted within fourteen (14) calendar days, SBS reserves the right to select an alternative winner through a new random drawing.

9. Participant Consent

By submitting a direct message to SBS Swiss Business School, participants:

- Confirm that they have read and accepted these Official Rules and Terms & Conditions.
- Confirm that they meet all eligibility requirements.
- Consent to SBS processing their submitted information for the administration of the contests.
- Consent to SBS using their name, social media profile name, photograph, likeness, and/or image for the purpose of announcing and promoting contest winners.

Such use may occur on:

- SBS website
- Social media channels
- Newsletters
- Marketing materials
- Press releases
- Other SBS communication channels

No additional compensation shall be provided for such use.

10. Privacy

Participant information will be used solely for:

- Contest administration
- Winner verification
- Communication regarding the contests
- Marketing communications where permitted by applicable law

SBS will process personal information in accordance with applicable privacy regulations and SBS privacy policies.

11. Limitation of Liability

SBS shall not be responsible for:

- Technical failures
- Internet disruptions

- Social media platform outages
- Lost, delayed, incomplete, or corrupted submissions
- Unauthorized intervention affecting the contests

SBS reserves the right to modify, suspend, or cancel the contests if circumstances beyond its reasonable control make such action necessary.

12. General Conditions

Participation constitutes full acceptance of these Official Rules.

SBS reserves the right to:

- Verify participant eligibility.
- Disqualify any participant who violates these rules.
- Amend these rules when necessary.
- Interpret these rules and resolve disputes at its sole discretion.

All decisions made by SBS regarding the contests shall be final and binding.

13. Contact

For questions regarding the SBS World Championship Prediction Contests 2026, please contact:

SBS Swiss Business School

Website: www.sbs.edu

Important Notice

By submitting a direct message to SBS Swiss Business School, participants agree to these Official Rules and Terms & Conditions and consent to the use of their name, social media profile name, photograph, likeness, and/or image for the purpose of announcing and promoting contest winners.

Last Updated: June 2026