



kick cancer



TEAM RYNKEBY



MORE THAN 20 YEARS IN SERVICE OF THE GOOD CAUSE

Team Rynkeby is an annual European cycling event riding up to 1.200km from 65 cities with destination Paris raising money for children with critical illnesses

The project founded back in 2002, when 11 cycling enthusiasts working at the Danish juice company Rynkeby Foods, decided that they wanted to ride to Paris for the exercise and to see the finish of Tour de France on the Champs-Élysées in Paris.

The participants raised money in form of sponsorships for the trip, and they were actually so good that there was money in surplus when they got home. They donated the money to the paediatric cancer ward at Odense University Hospital, and a tradition was born.

In the following years, more and more people applied to participate and the fundraising for Children's Cancer Fund in Denmark began. In 2009, Denmark's Prime Minister at that time, Lars Løkke Rasmussen, chose to take on the yellow jersey and ride with Team Rynkeby to Paris. It attracted a lot of media attention and created Team Rynkeby's international breakthrough.

Teams began to be pop up in all the Nordic countries and in 2019, a few years after the acquisition of Rynkeby Foods by the Eckes-Granini Group in 2016, the first team came to life in Germany. A team in Switzerland subsequently followed suit and in 2022, we will have a first team out of Belgium.

In 2022, we expect about 2.800 riders and 550 supporters from 9 European countries and 65 teams.

All collections goes to the national charity partner in the 9 participating countries. Over the years, the Team Rynkeby Foundation and its partners have raised close to 64 million euros for children with critical illnesses.



STRENGTH THROUGH RESEARCH

Since 2002, the Team Rynkeby Foundation has raised money for children with critical illnesses. In 2020, despite COVID challenges, 59 European Team Rynkeby teams collected and donated an impressive amount of 8.799.175 EUR to the different national organizations, primarily supporting research into paediatric illnesses. The 2021 collection closed even higher 9.741.679€. In Belgium, 2022 collected funds will go equally to two charities, The KickCancer Foundation and The Belgian Kids' Fund for Pediatric Research. The engagement of the Belgian team of riders and supporters engage their families, local community, and networks, to strengthen Belgian and European paediatric research.

Today, many children survive serious illnesses, but new breakthroughs in the treatment of paediatric illnesses require increasingly complex and long-term research often not undertaken by the pharmaceutical sector. Therefore, the large annual donations from Team Rynkeby are extremely important, to give our partners the opportunity to initiate completely new research areas secure the needed focus on the health of our children.

Read more about our charity partners on www.kickcancer.org and www.belgiankids-fund.be

"It is extremely gratifying that the survival rate for children with critical illnesses continues to rise. It tells me that our support continues to make a difference for the children, but the work for sick children is by no means finished. We are very happy that we, with Eckes-Granini behind us, can donate the money raised by our participants".

- JØRGEN H.K. JEPSEN, GENERAL MANAGER OF TEAM RYNKEBY FOUNDATION



HOW IS THE MONEY USED?

Together with Team Rynkeby-Granini Brussels, your company has the opportunity to participate and take responsibility in the fight against critical paediatric illnesses.

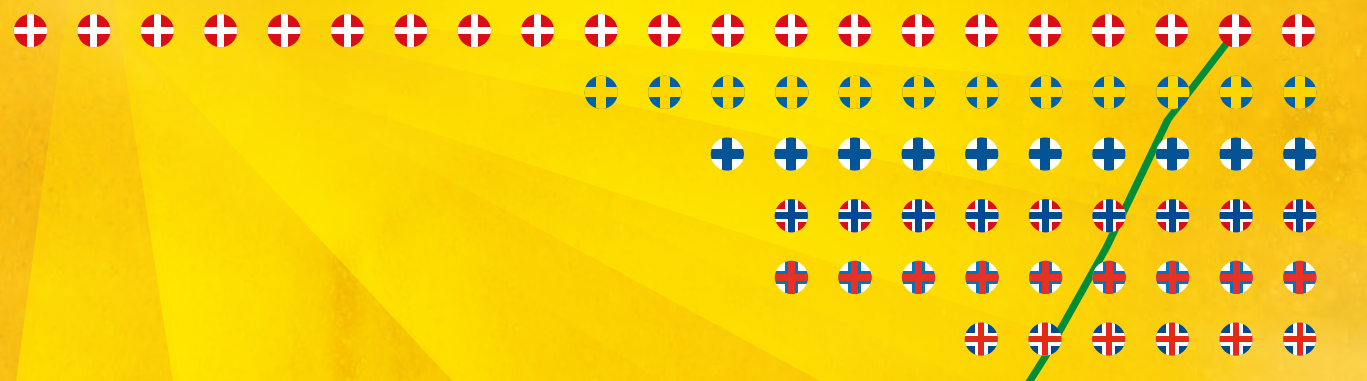
Since the first Team Rynkeby team mounted their bikes and rolled towards Paris, Team Rynkeby participants have managed to raise near 64 million euros for children with critical illnesses across Europe. The money, donated to the local partner organizations, are primarily marked for paediatric research.

In Belgium, all sponsor and donation revenues go to The KickCancer Foundation and The Belgian Kids' Fund for Pediatric Research. Two highly dedicated Belgian charities focused exclusively on supporting paediatric research and the paediatric research environment in Belgium and beyond.

All participants cover their own expenses, with support of Eckes-Granini, through their brands Rynkeby, God Morgon, hohes C and Granini.

Your money will help make a real difference where most needed.

2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 →

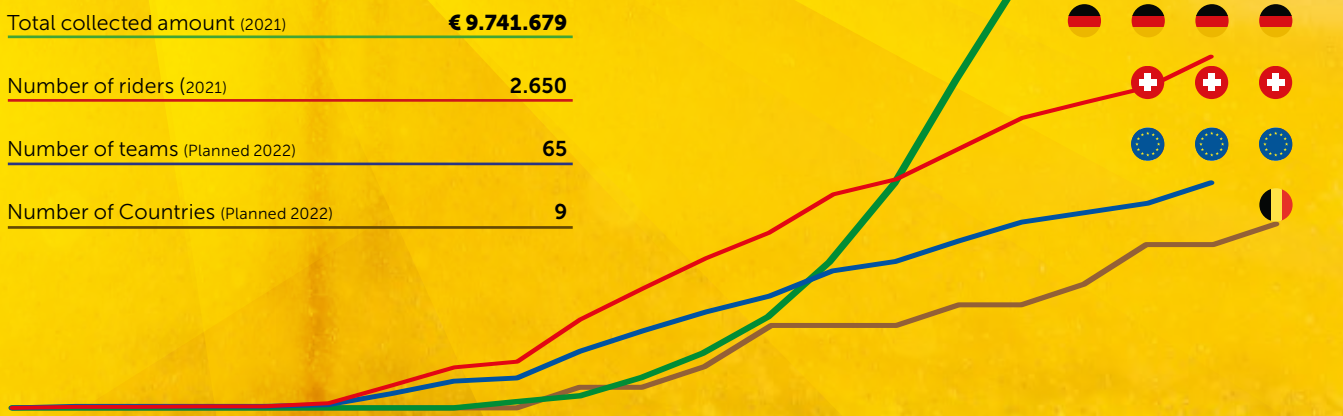


Total collected amount (2021) **€ 9.741.679**

Number of riders (2021) **2.650**

Number of teams (Planned 2022) **65**

Number of Countries (Planned 2022) **9**



USE YOUR SPONSORSHIP

As a sponsor of Team Rynkeby-Granini Brussels, you are not only donating money to a great cause; you are also helping to place healthy lifestyle and the challenges of paediatric research on the agenda throughout Europe.

Team Rynkeby Foundation is, one of the most media-exposed charity project in Europe. Every year, the project helps inspire thousands of people to do something good for themselves, whilst serving a great cause, bringing life back to children.

With international impact and deep local roots, Team Rynkeby-Granini Brussels offers unique sponsorship opportunities with a great value.

We recommend you, like many of our sponsors, to use your Team Rynkeby-Granini Brussels sponsorship in your communication and PR.





BANNERS

An easy way to make your sponsorship visible is by using Team Rynkeby-Granini's support banner in for instance your e-mail signatures or on your website.



GRAPHIC ELEMENTS

If you want to put your own graphic designer at work, we will happily support you with logos, graphic elements etc.



PRESS PHOTOS

We have assembled a well-grown gallery of beautiful images from earlier team rides. Free of use for our sponsors.

Your local Team Manager will also be helpful with local and customized photo material for you.



SOCIAL MEDIA

It may be a good idea to visualize your sponsorship on Facebook, Instagram and LinkedIn where you may be present. Our Team Manager will happily support you with material to develop stories suitable on these media.

Read more about the possibilities and find inspiration on www.team-rynkeby.com



PLATINUM SPONSOR

Main sponsor with national and international opportunities



- *Main sponsorship with the possibility of logos across national borders*
- *6 logo placements on the cycling clothing*
 - for example 1 place on 6 different teams, or 1 place on 4 different teams and 2 places on 1 fifth team, etc.
- *6 Logo placements on support car (distribution as on the bicycle clothing)*
 - it is the sponsor's responsibility to provide the correct material
- *Sponsorship diploma and post on Team Rynkeby-Granini Brussels' social media*
- *Platinum sponsor banner to use, for instance, on your website, social media and communication.*
- *Your company logo on the front page of the Team Rynkeby international website*
- *Sponsor presentation on the Team Rynkeby International website*
 - for example with special content, an offer or a link to your website
- *Access to professional counselling, as well as offers of sponsorship film*
- *A special made Team Rynkeby cycling jersey with the logos from all platinum sponsors.*

€12.500 excl. VAT.



Example:
2 placements, added together for 1 big one
on 1 team and 1 single placement on 4 teams.
A total of 6 placements.

GOLD SPONSOR

Strong local presence and several unique opportunities



- Logo placement on the cycling clothing
- Logo placements on support car (distribution as on the bicycle clothing)
- it is the sponsor's responsibility to provide the material required
- Logo on the Team Rynkeby international website
- Sponsorship diploma and post on Team Rynkeby-Granini Brussels' social media
- Gold sponsor banner for use, for instance, on your website, social media and communication

€2.500 excl. VAT.





Example:
1 placement on 1 team

SILVER SPONSOR

Visibility on the support vehicles



- *Logo placements on support vehicles (distribution as on the bicycle clothing)*
 - it is the sponsor's responsibility to provide the correct material
- *Logo on the Team Rynkeby international website*
- *Post on Team Rynkeby-Granini Brussels' social media*
- *Silver sponsor banner for use, for instance, on your website, social media and communication*

€ 1.500 excl. VAT.

BRONZE SPONSOR

Online marketing



- Logo on the Team Rynkeby website
- Post on Team Rynkeby-Granini Brussels' social media
- Bronze sponsor banner for use, for instance, on your website, social media and communication

€ 500 excl. VAT.



TEAM SPONSOR

Support the individual team



Support an individual team in kind or with a financial grant. Keep participants' expenses down, with the option of promoting your products and brands.

- *Logo on the Team Rynkeby international website*
- *Team sponsor banner for use, for instance, on your website, social media and communication*
- *A unique opportunity to promote relevant products for cycling enthusiasts or simply support Team Rynkeby-Granini Brussels with what we need to complete our charity ride.*

Relevant goods/services or financial contribution.

GET YOUR OWN COMPANY JERSEY!

As a Platinum or Gold Sponsor you get the opportunity to purchase Team Rynkeby jerseys exclusively with your own logo.

You get a golden opportunity to create additional activation for your sponsorship by purchasing one or more company jersey packages. Use the jerseys as prizes in social media competitions, as employee gifts or as a beautiful memory suitable for framing.

The jerseys are available in packs of five in sizes M-XL or with your choice of sizes with a min. order of 10 jerseys.



It is also possible in cooperation with our design partner, Konggaard ApS, to have your very own unique jersey designed for your company.

Find more info here:
www.xtreme.dk



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This year's Team Rynkeby jersey exclusively with your logo on the front and back.

*Size distribution; 2 x M, 2 x L, 1 x XL
Unit price: € 48 excl. VAT*

MINIMUM

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This year's Team Rynkeby jersey exclusively with your logo on the front and back.

*Free size distribution.
Unit price: € 48 excl. VAT*



SUPPORT THE TEAM RYNKEBY FOUNDATION

www.team-rynkeby.com • www.linkedin.com/company/team-rynkeby-granini-brussels • www.facebook.com/teamrynkebygraninibrussels

CONTACT:

Morten Petersen, Country & Team Manager, Team Rynkeby Belgium • Tel.: +32 475 97 97 98 • mbp@team-rynkeby.com

DESIGNED BY KONGGAARD APS