

# SUPPORT US WITH A SPONSORSHIP



**TEAM  
RYNKEBY**



# HELP US, HELP CHILDREN WITH CRITICAL ILLNESSES

Together with Team Rynkeby, your company has the opportunity to participate and take responsibility in the fight for children with critical illnesses.

For more than 20 years, Team Rynkeby has helped children with critical illnesses – primarily with funds for research into childhood cancer. Through the years, Team Rynkeby have collected more than 85.8 million Euro for children with critical illnesses. Read more about Team Rynkeby at [www.team-rynkeby.com](http://www.team-rynkeby.com)

Team Rynkeby's riders and service crew are all ambassadors for the charity organizations they support. By engaging the participants' families, local neighbourhoods and networks, they give the organizations the strength to initiate long-term research work, e.g. six out of seven children diagnosed with cancer today survive. But half experience long-term effects, which is why a part of Team Rynkeby's funds in recent years have been used for completely new research projects targeting long-term effects.



## TEAM RYNKEBY – A EUROPEAN BIKE PROJECT

Team Rynkeby is a European charity bike team. Every summer, we cycle to Paris to raise money for children with critical illnesses.

Team Rynkeby was founded in 2002 when 11 amateur cyclists associated with Rynkeby Foods decided to cycle to Paris to see the final stage of the Tour de France.

Team Rynkeby is a non-profit foundation and annually distributes approx. 9.5 million Euro for children with critical illnesses.

All participants in Team Rynkeby cover their own costs for bike, bike wear, and hotel, while the project's main costs are shared between Eckes-Granini, through its brands Rynkeby, God Morgon, Hohes C, granini, and the collected funds. There will never be spend more than 12 % of the collected funds for administration.






In 2023 there were approx. 2,000 riders and 500 service crew on 60 teams in nine countries from Denmark, Sweden, Finland, Norway, Iceland, the Faroe Islands, Germany, Switzerland and Belgium.

# UTILIZE YOUR SPONSORSHIP

As a sponsor of Team Rynkeby, you help make a difference, support a good cause, create more visibility around the benefits of having a healthy lifestyle and give children with critical illnesses more focus throughout Europe.

As a sponsor, you can send a signal to customers, business partners, and employees about commitment and responsibility.

**There are many ways in which you can use your sponsorship in your own communication and PR:**

-  Be visible on the cycling clothing and on our website
-  Display the Team Rynkeby sponsor banner on your website and in your email signature
-  Use photos, videos, and graphic elements in your own marketing
-  Communicate about your sponsorship on Facebook, Instagram and LinkedIn
-  Print the sponsorship diploma and hang it up



# CHOOSE THE RIGHT SPONSORSHIP FOR YOU

	Logos across national borders	Number of logos on the bike wear	Number of logos on the support cars*	Sponsor diploma	Sponsor banner for communication	Logo on Team Rynkeby's website	Add-on of 5 Team Rynkeby jerseys with own logo**	Presentation on local Team Rynkebys website***	1 custom Team Rynkeby platinumjersey	Price in EUR excl. VAT
<b>Platinum</b>	✓	6	6	✓	✓	✓	✓	✓	✓	<b>From 12.500</b>
<b>Gold</b>		1	1	✓	✓	✓	✓			<b>From 2.500</b>
<b>Silver</b>			1	✓	✓	✓				<b>From 1.500</b>
<b>Bronze</b>				✓	✓	✓				<b>From 500</b>
<b>Team****</b>				✓	✓	✓				<b>Relevant products or financial grants</b>

\*\* Car streamers are paid by the sponsor, who also needs to design and print them.

\*\* As a Platinum and Gold sponsor, you have the opportunity to purchase five unique Team Rynkeby jerseys, only with your logo for EUR 220 excl. VAT.

\*\*\* Is written by the sponsor and created in collaboration with the Country Manager.

\* Team Sponsorship: Support the individual teams with relevant products or a financial grant. Keep the expenses of the team low and give yourself the opportunity to promote your product and brand.





# SUPPORT THE WORK OF TEAM RYNKEBY



Team Rynkeby is supported by ECKES granini®

