



**BELGIAN
CHAMPIONSHIP
CORPORATE CYCLING**

12 SEPTEMBER 2021 – OSTEND



WELCOME

A person who feels well, performs better as well from a professional and personal perspective. You as an employer (company), entrepreneur or employee can play a crucial role in this !

A sound and healthy mindset is not only beneficial for the well-being of your employees, it's beneficial for you as a company. Therefore it's important to invest in the vitality and well-being of your employees.

Healthy employees have more energy, are more productive, act sharp and are less ill.

Stimulating vitality can be done through many rules and regulations, however personal attention and taking the right actions and initiative for your employees, that's where you as employer (company) can have a major impact.

In order to facilitate all of this, we proudly announce the 3rd edition of the 'Corporate Cycling Challenge' and look forward to welcome your company, your team, your brand to this fantastic event !

CONCEPT

The Corporate Cycling Challenge is an unique cycling event where different companies compete against each other over different disciplines. All team members are working for the same company. The corporate team (company) who's ranked first in the overall standings after the different disciplines becomes 'Belgian Champion Corporate Cycling'.

The Corporate Cycling Challenge consists of **3 disciplines**:



Each corporate team consists of minimum 3 and maximum 5 riders.



DISCIPLINE 1: TEAM TIME TRIAL

The team time-trial will be held over 3 laps on a closed race course. Each team can start with minimum 3 and maximum 5 riders. The chrono of the 3rd rider will be used as the finishing time of the team and will determine the final ranking for the team in this discipline. Teamwork will be crucial here!



DISCIPLINE 2: SPRINT

A straight finishing line, 1 against 1. A head to head sprint over 500 meters whereby 1 rider of a team competes against a rider of another team. Riders will have to start from a standstill position. The first rider who crosses the finish line will go through to the next round where he/she will compete against another winner. In other words, for this discipline we use a knock out system.

The final straight line where riders sprint will be divided into 2 separate tracks so riders cannot hinder or take advantage of a competitor's slip stream.

Each team selects 1 rider who will complete all sprints in this discipline.



DISCIPLINE 3: CRITERIUM

The final discipline of the Corporate Cycling Challenge is a criterium of approximately 45km. Only 3 riders of each team can participate and - most importantly - the result of each rider will be important as the individual results will be added up in order to determine the final team ranking for this discipline.

WHY PARTICIPATE?

- Teambuilding.
- Employer and company branding.
- Your company will be associated with a healthy, vital and sporty image.
- Possibility to invite clients and to this unique event.
- Possibility to enhance visibility throughout the event.

And the winners...?

- Your company becomes 'Belgian Champion Corporate Cycling'.
- Win a cheque of 500 euro to donate to a self selected good cause
- A unique trophy that you can show to your clients, suppliers, competitors, ...
- Free article in SBM's corporate magazine TAGS.
- Free participation to a Bikefit course – bike positioning by SBM – for the entire team.
- Your company will get a central role in the aftermovie.
- Your company will get visibility throughout our digital social media campaign.

PRACTICAL INFO

Date: Sunday 12 september 2021

Location: Oosteroever, Ostend

Participation rules and registrations: www.corporatecyclingchallenge.be

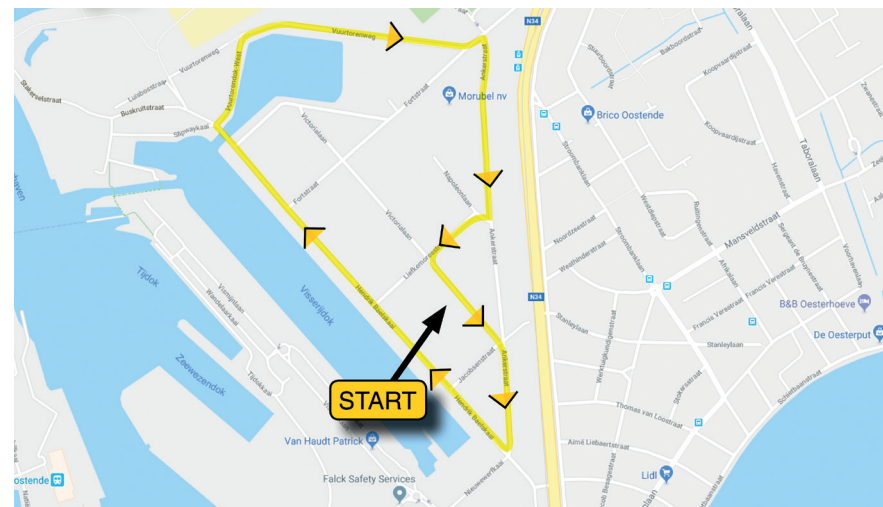
The 3rd edition of the Corporate Cycling Challenge will be organised in a partnership with Ostende Koerst. On the Oosteroever, we have an unique and closed parcours on a top location in Ostend.

Fun village

In de finish zone the organisation has build a fun village with beverages, food trucks, promotion stands, dressing rooms, shower facilities, an entire VIP area, ... all this on and around the central square.

The fun Village is FREE accessible for everyone !

On Sunday we will welcome hundreds of fans and approximately 250 riders. The fun village is known for its friendly atmosphere, a great ambiance, a place where riders, colleagues and fans socialise with one another and get to know people from other teams and companies. Briefly, everything is there to create an awesome cycling atmosphere !





REGISTRATION FEE

Registration fee 1 team = € 500

This includes:

- Team participation
- Publicity with your logo on our website
- 100 euro food- en drinking vouchers for the team **NEW**
- Insurance cycling federation
- Goodie bag for each rider
- Dressing room and shower facilities **NEW**
- Secure bike parking **NEW**
- Free sport drinks **NEW**
- Electronic time registration for all disciplines
- ... and so much more (bike repair services, warming-up zone, ...)

More than 1 team?

- Registration 2 teams = € 900
- Registration 3 teams = € 1.250

REGISTRATIONS?

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Registrations are to be done online via
www.corporatecyclingchallenge.be

Any questions? Feel free to contact us via **0473/927.145**
or corporatecyclingchallenge@outlook.com





CORPORATE HOSPITALITY

PARTICIPATING COMPANIES CAN ORDER THE FOLLOWING HOSPITALITY PACKAGES:

SUPPORTERS PACK – Price: € 150

- € 150 drinking vouchers in the fun village

VIP PAKKET – Price: € 300

- 4 vip entrance tickets
- 2 hot culinary appetizers/pp
- 2 bottles of cava
- 20 drinking vouchers
- 1 personalised table in the VIP bar
- company logo on a full screen in the VIP bar
- possibility to 2 banners along the parcours
- possibility to add 1 item in the riders goodie-bag

In case you were looking for specific arrangements for your company, the organization can provide provide you more information and work out customized sponsor packs.

When interested, please contact us via corporatecyclingchallenge@outlook.com