

# BECOME A SPONSOR



 **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 75.5 million Euro for children with critical illnesses. Read more about Team Rynkeby at [www.team-rynkeby.dk](http://www.team-rynkeby.dk)

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. EUR 10 million for children with critical illnesses.

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

In 2024 there were more than 2,100 riders and 550 service crew on 66 teams in eight countries from Denmark, Sweden, Finland, Norway, Iceland, the Faroe Islands, Germany and Switzerland.

# USE YOUR SPONSORSHIP

As a sponsor of Team Rynkeby, you don't just give money to a great cause. You help create more visibility around the benefits of having a healthy lifestyle and also give children with critical illnesses more focus throughout Europe.

Your support creates respect and recognition among your customers and suppliers while giving your employees something to be proud of.

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



Be visible on the cycling clothing and at [www.team-rynkeby.dk](http://www.team-rynkeby.dk)



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 out the sponsorship diploma so everyone can see that you support Team Rynkeby





# CHOOSE THE SPONSORSHIP THAT SUIT YOU BEST!

	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	Presentation on local Team Rynkebys website***	Professional sparring	1 custom Team Rynkeby platinumjersey	Price in EUR excl. VAT
<b>Platinum</b>	✓	6	6	✓	✓	✓	✓	✓	✓	From 12.500
<b>Gold</b>		1	1	✓	✓	✓				From 2.500
<b>Silver</b>			1	✓	✓	✓				From 1.500
<b>Bronze</b>				✓	✓	✓				From 500
<b>Team*</b>				✓	✓	✓				Relevant products or financial grants

\* 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.

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

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









# SUPPORT THE WORK OF TEAM RYNKEBY



Team Rynkeby is supported by ECKES granini®

