

INOWAI

PROPERTY PARTNERS

RECYCLE 2

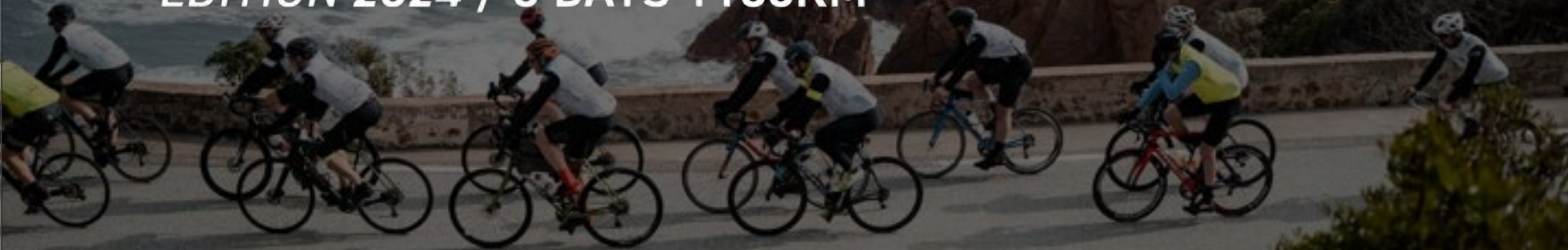
7TH EDITION

MIPIM 2024

LUXEMBOURG ▶ CANNES

FROM 06 MARCH TO 11 MARCH

EDITION 2024 / 6 DAYS 1100KM



2024 - PARTNERSHIP PROGRAM

IN SUPPORT TO

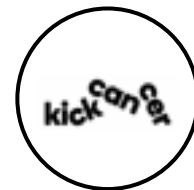
REcycle2MIPIM combines sporting challenge with a unique opportunity to **raise money for a good cause.**


This year again we'll be supporting two causes active in Luxembourg and Belgium. The names of these associations will be revealed shortly.

All profits will be donated to these associations, and we invite participants to become sponsors through a **crowdfunding platform.**

Since the Club was founded, our activities have raised over **250K** which has been distributed to various associations.

In 2023 we raised more than 65K, we hope to reach 80K with you for the 2024 edition.





WHY RECYCLE2MIPIM?

- Sport challenge while raising funds
- Networking for the professionals from the real estate sector from Luxembourg & Belgium
- Exceptional taylormade cycling event with all- inclusive services.

We propose this challenge for motivated, dynamic participants who understand that well-being & surpassing oneself are leading factors in successful business relationships.

REcycle2MIPIM is a unique bike challenge, of 1100 km in 6 days through the most beautiful French landscapes, in which courageous riders will cycle from Luxembourg to Cannes for the opening of the MIPIM.





CHALLENGE

The challenge will be to ride in peloton formation for the entire campaign. The journey will be spread out over 6 stages totalising 1100km. Each stage is divided into legs of 60 km, with an average speed of 25km/h. For a successful challenge, each participant must ride a minimum of 2 legs per day. The riders who don't want to or aren't able to ride can rest in the event coach.

Subscriptions to the challenge are by company or individual.

- **START**: WEDNESDAY, MARCH 6th, 2024
In the morning from Luxembourg.
- **ARRIVAL**: MONDAY,, MARCH 11th, 2024
In the afternoon in Cannes, for the Mipim Opening.



The Belgian and Luxembourg Real Estate Sector

- Developers
- Architects
- Engineers
- Consultants
- Builders
- Brokers
- ...

In collaboration with



Les Cycles de l'Immobilier
Property Cycles



PELTON

THE CHALLENGE

To be confirmed.

DAY 1

Luxembourg → Commercy (+/-130Km, D+ 480 M)

DAY 2

Commercy → Dijon (+/- 200 Km, D+ 1800 M)

DAY 3

Dijon → Villefranche sur Saone (+/- 207 Km, D+ 880 M)

DAY 4

Villefranche sur Saone → Lorient (+/- 195 Km, D+ 1300 M)

DAY 5

Lorient → Pertuis (+/- 207 Km, D+2100 M)

DAY 6

Pertuis → Cannes (+/- 170 Km, D+ 1800 M)

NB : Small roads only whenever possible.



ALL-IN SERVICE

UNIQUE MEMORIES

- A superb selection of the best scenic routes in the country
- Sporting challenge adapted to most and in all safety
- Unique networking & camaraderie moments
- Sector & geographic recognition
- Press & social network coverage

INFRASTRUCTURE & LOGISTICS

- Upfront reconnaissance of the journey, with pinpointing of the best places to stop and refuel
- Beverages & Meals
- Luggage & Bike transport
- Technical assistance with specialised vehicles
- Coach
- Daily morning briefing
- Security and peloton organisation

WHAT ELSE ?

- Welcome pack with a winter jersey for new participants & windproof jacket for all participants
- Welcome cocktail upon arrival & photos at Mipim



COMMUNICATION

COMMUNICATION ACTIVATION

- Communication activation within the Real Estate Sector in Luxembourg & Belgium (FLYDOSCOPE, PAPERJAM, DELANO, LA LIBRE IMMO, LE SOIR IMMO, ...).
- Branding activation of this event with T-shirts, vehicles, etc.
- A dedicated Website www.recycle-club.eu in English
- A relay with the master sponsor web & social media presence CHARITY COMMUNICATION TOOLKIT Intern or external of banners use for the sponsors to promote the challenge and the charity sponsorship

TARGETED NEWSLETTERS

Making the most of +/- 1000 contacts within the Real Estate and the Building Sectors in Luxembourg. Including the latest on :

- Event description
- Route description
- Participants' portraits
- Training tips
- Partners' information
- Charity information



SOCIAL MEDIA PRESENCE

Pre-& post event presence / Continuous social media diffusion during the entire event

Facebook • Instagram • LinkedIn

PHYSICAL PRESENCE DURING THE CHALLENGE

- Vehicle assistance
- Coach
- Staff and participants outfit / jersey

OTHER SUPPORTS

- Ass Saver with your logo (exclusivity)
- Water can (200 pieces)
- ...



COSTS 2024

OVERHEAD COST

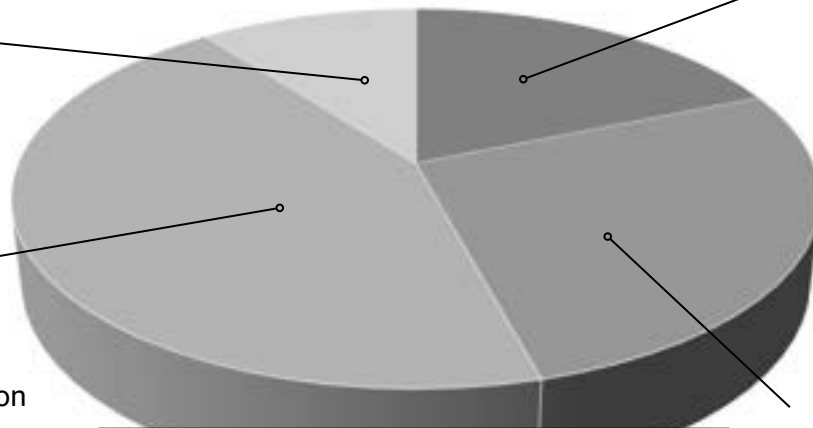
5.000€

- Administration costs

STAFF & SUPPORT

21.000€

- Management fee organisation
- Loan (14 staffs)
- Clothing
- Accommodation & food



Total (excl VAT) 48.000€

COMMUNICATION & MARKETING

9.000€

- Website
- Newsletters
- Community & content management
- Graphical design
- Branding vehicles

INFRASTRUCTURE

13.000€

- Vehicles
- Motos
- Fuel and highway toll
- Transportation from Brussels to Luxembourg
- Light infra (table, tents,...)



PARTNERSHIP PROGRAM

If you wish to be further involved and associate the name of your organisation with this event

- **to gain visibility** as a dynamic actor within The Real Estate Sector in Belgium & Luxemburg
- to help to **raise money for a good cause**

you can become a partner of the REcycle2MIPIM. Benefits vary according to your level of commitment.

- PARTNER
- OTHERS SUPPORT
- MEDIA PARTNER



BUDGET

	MAIN SPONSOR	GOLD	SILVER
	20.000€ (Excl. VAT)	10.000€ (Excl VAT)	2.000€ (Excl VAT)
Partnership program Recycle 24	✓		
Title Partner : Recycle MIPIM by ****	1		
Communication strategy	✓		
Sector exclusivity	✓	✓	
Logo on website & newsletters	XL	L	M
Logo on windproof jersey	XL	L	
Logo on event vehicle	XL	L	M
Beach flag during event	XL	L	
Logo Tarpaulin photocall	XL	L	
Logo on finisher tee-shirts	XL	L	

BUDGET

	MAIN SPONSOR	GOLD	SILVER
	20.000€ (Excl. VAT)	10.000€ (Excl. VAT)	2.000€ (Excl. VAT)
Logo in after movie			
Reduction on registration fees	-20%	-10%	-5%
Logo tag on official pics	✓		
Promotional Toolkit (web banners)	✓	✓	

OPTION

	BUDGET
Cap (30 pcs)	3.000,00€
Water bottle (80 pcs)	2.500,00€
Ass saver (30 pcs)	1.500,00€
Socks (30 pcs)	1.500,00€



SUPPORTS



ASS SAVER

1500€ (EXCL VAT)



WATER BOTTLE

2500€ (EXCL VAT)

***OTHER SUPPORTS POSSIBILITY
(JUST CONTACT US)***





CONTACT

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