



**RECYOLE**  
REAL ESTATE CYCLING *Club*

**RECYOLE 2** 8<sup>TH</sup> EDITION  
**MIPIIM 2025**

# IN SUPPORT TO

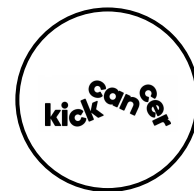
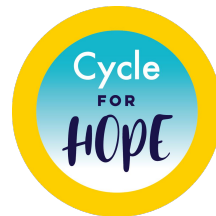
REcycle2MIPIM combines sporting challenge with a unique opportunity to **raise money for a good cause.**

This year again we'll be supporting **Cycle Ror Hope** (*Run For Hope*), active in children hospitals in Luxembourg and Belgium.

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 **320K** which has been distributed to various associations.

In 2024 we raised more than 80K, we hope to reach the same amount or more, with you for the 2025 edition.



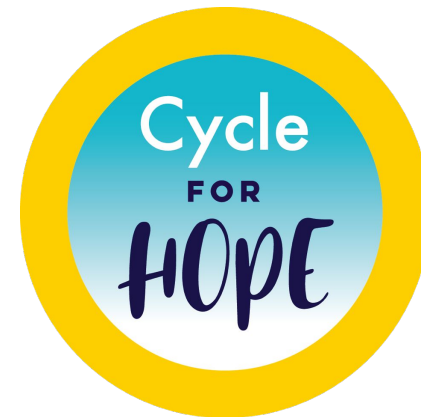
# Cycle For Hope

Run for Hope is a Belgian volunteer group, part of the King Baudouin Foundation, that aids children with cancer and their families.

They raise funds to enhance the daily lives and well-being of these young patients during and after treatment. The organization also supports initiatives to assist parents and siblings throughout the treatment journey and beyond, especially during times of grief.

Additionally, Run for Hope finances child development programs and acquires medical equipment for pain relief and treatment improvement, which isn't covered by social security.

[Find more information here](#)





## 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 Bruxelles - Luxembourg to Cannes for the opening of the MIPIM. It will be **from 5 March until 10 March 2025**.





# 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 5<sup>th</sup>, 2025  
In the morning from Brussels
- **ARRIVAL**: MONDAY,, MARCH 10<sup>th</sup>, 2025  
In the afternoon in Cannes, for the Mipim Opening.



# The Belgian and Luxembourg Real Estate Sector

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



**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 → Loriol (+/- 195 Km, D+ 1300 M)

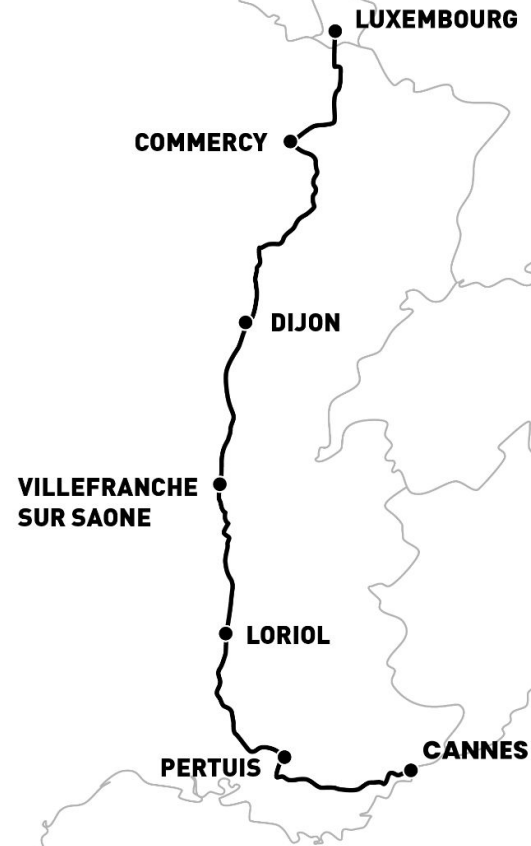
## DAY 5

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

## DAY 6

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

NB : Small roads only whenever possible.



## 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





# 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](http://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
- Possibility to have personalized posts

**RECYOLE** REAL ESTATE CYCLING *Club* | **RECYOLE 2** 8<sup>TH</sup> EDITION  
*MIPIM 2025*

**BRUXELLES ► LUXEMBOURG ► CANNES**

**6 DAYS 1100 KM** | **5 MARCH**

**10 MARCH** | **EDITION 2025**

IN SUPPORT TO



## 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)
- ...

# 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 & Luxembourg
- 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

	<b>GOLD</b>	<b>SILVER</b>
	<b>10.000€ (Excl VAT)</b>	<b>2.000€ (Excl VAT)</b>
Partnership program Recycle 25		
Communication strategy		
Logo on website	L	M
Logo on fundraising platform	L	M
Logo on windproof jersey	L	
Logo on event vehicle	L	M
Beach flag during event	L	
Logo on finisher tee-shirts	L	
Social Media Banner (Facebook - LinkedIn - FaceBook)	L	M
One post before departure and one after (LinkedIn) mentioning your company	✓	✓
Extra posts during fundraising campaign and challenge	✓	250 € per extra post



## 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€



## CONTACT

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