



**børne cancer fonden**  
En styrke for børnene

TEAM  
**RYNKEBY**



# MORE THAN 20 YEARS IN SERVICE FOR THE GOOD CAUSE

Team Rynkeby is an annual European cycling project riding to Paris with the goal of raising money for children with critical illnesses

The project was founded back in 2002, when 11 cycling enthusiasts working at the juice company Rynkeby Foods, decided that they wanted to ride to Paris for the exercise and to see the finish of Tour de France on the Champs-Élysées in Paris.

The participants raised money in form of sponsorships for the trip, and they were actually so good that there was money in surplus when they got home. They donated the money to the pediatric cancer ward at Odense University Hospital, and a tradition was born.

In the following years, more and more people wanted to participate, which is why the fund-raising for Børnecancerfonden in Denmark began. In 2009, Denmark's Prime Minister at that time, Lars Løkke Rasmussen, chose to wear the yellow cycling jersey and ride with Team Rynkeby to Paris. It attracted a lot of media attention and created Team Rynkeby's

international breakthrough. Teams began to be pop up in all the Nordic countries and in 2019, when the Rynkeby Group changed owners to the German Eckes Granini, the first Central European team arrived in Germany. Teams in Switzerland and Belgium have subsequently followed suit.

In 2022 there will be more than 2650 riders and 550 helpers from 9 different countries, divided into 65 teams.

All participants obtain sponsorships for the trip, and over the years the Foundation has collected more than 64 Mill. Euros for children with critical illnesses in nine countries.



# STRENGTH THROUGH RESEARCH

Since 2002, Team Rynkeby Foundation has raised money for children with critical illnesses.

In 2020, the Danish Team Rynkeby donated an impressive DKK 18.163.853,- to Børnecancerfonden - which primarily supports research into cancer in children. The increasing number of Danish riders and helpers, who each year engage their families, local areas, and networks, has to that extent given the independent foundation the strength to reinforce the important childhood cancer research.

Six out of seven children today survive cancer, but new breakthroughs in the treatment of childhood cancer require increasingly

complex and long-term research. This also applies to the late effects that plagues half of childhood cancer survivors. Therefore, the large annual donations from Team Rynkeby are extremely important, to give Børnecancerfonden the opportunity to initiate completely new research areas and follow this research through.

At the same time, the many riders also spread the knowledge of Børnecancerfonden throughout Denmark. The increased awareness helps the foundation with the mission that "No children in the future will die of cancer".

"It is extremely gratifying that the survival rate for children with critical illnesses continues to rise. It tells me that our support continues to make a difference for the children, but the work for sick children is by no means finished. We are very happy that we, with Eckes Grøntini behind us, can donate the income from our trip to Paris"

- JØRN H.K. JEPSEN, CEO OF TEAM RYNKEBY FOUNDATION.





## WHERE DOES THE MONEY GO?

Together with Team Rynkeby, your company has the opportunity to participate and take responsibility in the fight against childhood cancer and become part of "the strength of the children".

Since the first Team Rynkeby team mounted their bikes and rolled towards Paris, Team Rynkeby participants have managed to raise almost half a billion DKK for children with critical illnesses across the borders of Europe. The money is donated to the local partner organizations in the individual countries, where it is primarily marked for research.

In Denmark, all sponsorship revenues go to Børnecancerfonden, which over the years has received more than 230 million from Team Rynkeby.

All participants cover their own expenses, while the central costs of the project are covered by Eckes Granini, through their brands Rynkeby, God Morgon, Hohes C, Granini and in collaboration with the organizations that receive the raised money in each country. This is your assurance that your money will help make a real difference where it is most needed.



2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 →



Total collected amount (2020) **DKK 489.797.887,-**

Number of riders (2021) **2.650**

Number of teams (2022) **65**

Number of Countries (2022) **9 + 1 European**



# USE YOUR SPONSORSHIP

As a sponsor on Team Rynkeby, you don't just donate money to a good cause. You are also helping to put healthy lifestyles and children with critical illnesses on the agenda throughout Europe.

Team Rynkeby is, without comparison, the most media-exposed charity project in Europe. Every year, the project helps inspire thousands of people to do some good for themselves while doing good for others.

With the international impact and the local roots, Team Rynkeby offers unique sponsorship opportunities.

Your support creates respect and recognition among your customers and suppliers and at the same time pride among your employees. Among other things, this can mean that it becomes easier for the company to recruit the right employees.

There are many ways you can use a sponsorship in your own communication and PR.





## BANNERS

An easy way to make your sponsorship visible is by using Team Rynkeby's support banner in e-mail signatures, in the footer on your website or wherever else you could think off.



## GRAPHIC ELEMENTS

If you want to put your own graphic designer at work, we have created a larger download section on our website, where you can download logos, graphic elements etc..



## PRESS PHOTOS

We have assembled a well-grown gallery of beautiful images. Free of use.



## FACEBOOK, INSTAGRAM AND LINKEDIN

It may be a good idea to visualize your sponsorship on social media - such as Facebook and Instagram or LinkedIn depending on the target audience. CSR stories are very suitable on these media.



## PROFESSIONAL CSR FILM

In collaboration with Team Rynkeby's video journalist, your company has the opportunity to produce a professional CSR film, where you can, among other things, tell why you support Børnecancerfonden through the Team Rynkeby project.

Read more about the possibilities and find inspiration on <https://team-rynkeby.dk>





# PLATINUM SPONSOR

Main sponsor with national and international opportunities



- Main sponsorship with the possibility of logos across national borders
- 6 logo placements on the cycling clothing
  - for example 1 place on 6 different teams, or 1 place on 4 different teams and 2 places on 1 fifth team, etc.
- 6 Logo placements on support car (distribution as on the bicycle clothing)
  - it is the sponsor's responsibility to provide the correct material
- Sponsorship diploma
- Platinum sponsor banner for use on own website
- Logo on the front page of the Team Rynkeby website
- Sponsor presentation on the Team Rynkeby website
  - for example with special content, an offer or a link to your own website
- Access to professional counseling, as well as offers of sponsorship film
- 1 special made Team Rynkeby cycling jersey with the logos from all platinum sponsors.

Price: **From DKK 100.000,- excl. VAT.**





**Example of Platinum Sponsorship:**  
2 placements, added together for 1 big one  
on 1 team and 1 single placement on 4 teams.  
A total of 6 placements.

# GOLD SPONSOR

Strong local presence and  
several unique opportunities



- 1 logo placement on the cycling clothing
- 1 Logo placements on support car (distribution as on the bicycle clothing)
  - it is the sponsor's responsibility to provide the correct material
- Logo on the Team Rynkeby website
- Sponsorship diploma
- Gold sponsor banner for use on own website

Price: **From DKK 20.000,- excl. VAT.**







Example of Gold sponsorship:  
1 placement on 1 team

# SILVER SPONSOR

Visibility on the supportcars



- 1 Logo placements on support car (distribution as on the bicycle clothing)
  - it is the sponsor's responsibility to provide the correct material
- Logo on the Team Rynkeby website
- Silver sponsor banner for use on own website

Price: **From DKK 10.000,- excl. VAT.**



# BRONZE SPONSOR

Online marketing



- Logo on the Team Rynkeby website
- Bronze sponsor banner for use on own website

Price: **From DKK 2.500,- excl. VAT.**





# TEAM SPONSOR

Support the individual team



Support an individual team in kind or with a financial grant. Keep participants' expenses down, with the option of promoting products or brands

- *Logo on the Team Rynkeby website*
- *Team sponsor banner for use on own website*
- *A unique opportunity to promote relevant products for cycling enthusiasts*

Price: **Relevant products or financial grants.**

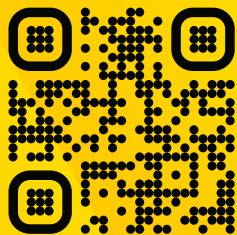


# GET YOUR OWN COMPANY JERSEY!

As a Platinum or Gold Sponsor  
you get the opportunity to purchase  
Team Rynkeby jerseys only  
with your own logo on.

Here you get a golden opportunity to further activate your  
sponsorship, by purchasing one or more company jersey  
packages. The jerseys can, among other things, be used as  
prizes in competitions on social media, as employee gifts  
or as a beautiful memory framed on the wall.

The jerseys are available in a package consisting of 5 pcs.  
distributed in sizes M-XL or with free size distribution when  
ordering a minimum of 10 pcs.



It's also possible to contact  
Konggaard ApS and have your  
very own designed jersey  
made for your company.

Find more info here:  
<https://www.xtreme.dk>



# 5

**This year's Team Rynkeby jersey with your  
own logo on the front and back**

*Size distribution; 2 x M, 2 x L, 1 x X*

*Price: DKK 1800,- excl. VAT*

**MINIMUM**

# 10

**This year's Team Rynkeby jersey with your  
own logo on the front and back.**

*Free size distribution.*

*Price pr. unit: DKK 360,- excl. VAT*





## SUPPORT THE WORK OF TEAM RYNKEBY FOUNDATION

[www.team-rynkeby.com](http://www.team-rynkeby.com) • [www.team-rynkeby.com/linkedin](http://www.team-rynkeby.com/linkedin) • [www.facebook.com/teamrynkeby](http://www.facebook.com/teamrynkeby)

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