



Photo by Valentin Sohet

Sponsorship Pack

Casual Cycling Club
Race teams

2024 Season



Contact

Website casualcyclingclub.be

Email casualcyclingclub@gmail.com



Photo by Emile de Selys

What a start!

2023 was the first season for the CCC race teams. Beyond the won jerseys and the rankings, we are particularly proud of the solidarity and sisterhood we developed within the teams. We created a safe space that allowed us to each set and achieve our goals for the season. Whether it was a new long distance record, racing in bad weather conditions, mastering an HC climb without hiking the bike or even finishing a race with a broken arm!

Thinking big for 2024!

Next season there will be two women's pelotons and we'll have a team in each. A team in the "Women Pro Peloton" and the "Women Continental Peloton". Our mantra will stay the same for both teams: become stronger together and have fun! Both teams have already started training for the 2024 season and are fully committed to the new challenges ahead!

Season 2023 highlights

We finished **3rd** and **7th** (out of 15 teams) in the 8-hour Chimay Race and **7th** and **10th** in the Endurance Challenge.

With our weekly popular after-work rides and participation in other cycling events like the BXL CRITS, CCC race team members were and continue to be a highly visible and driving force in the Brussels cycling community.

The future is assured!

Two team members took a break from racing in 2023 to give birth to two beautiful babies.

About us

Created in May 2021, the Casual Cycling Club (CCC) was born as a way for women, trans and non-binary riders of all levels, backgrounds and economic circumstances to cycle together and discover Brussels and its surroundings.

We started as a collaborative volunteer-run cycling project actively working to build an inclusive community regardless of size, bike type and fitness level. In 2024, we aim to become an official ASBL.

We believe that costs should not be an obstacle to participation: our rides are always for free and we strive to lend equipment within our community.

Whether in the city or in the forest, our women-led group rides strive to build confidence, break barriers and challenge the dominant idea of what it means to be a cyclist!

CCC Race teams

Last year, CCC added two race teams into the mix!

A 'competitive' section of 20 women, divided into two teams of ten, was created to continue to help women's cycling reach its full potential. Cycling events have historically been dominated by men, and we would love to see more women involved in racing!

The two teams competed in the Bonneville Cycling Federation league, and will continue to do so in 2024.



About the Bonneville Cycling Federation

Since 2019, the Bonneville Cycling Federation has thrilled cycling enthusiasts with its team formula, its classics and its five distinctive rankings.

BCF refocuses the practice of cycling on what makes it so legendary: solidarity and group spirit. Through its league, BCF offers amateur cyclists the emotions of a team sport, with experiences that pass from solidarity to friendly rivalry. It allows amateurs to experience racing like the pros, but with more fun and adventure.

Made up of five pelotons – three mens and now two womens – BCF offers the same classics, in the same locations, with the same atmosphere. Each peloton has its own distinctive starts, classifications and jerseys.



League Highlights

8 classics + 1 grand tour

3 men's pelotons + 2 women's pelotons

A variety of race types: climbs, sprints, time-trials, urban criteriums, etc.

BCF motto: "*Effort, vélo, passion*"

2024 BCF race calendar

9 - 24
MAR

Individual and
collective
challenges

13
APR

Punch & discovery
-
Condroz

8
MAY

Indoor Racing
-
WIK x BCF

29 MAY - 2 JUN

Stage race - *Morvan, France*

16
JUN

BXL TOUR
-
Brussels

22
JUN

Team time trial
-
Estinnes

13-14
JUL

The French Trip
-
Belgium to France

31
AUG

Urban Crit
-
Brussels

14
SEP

World Champs
-
Daverdisse

5
OCT

The 'Magerotte'
-
Rochefort

Join us in propelling the women's racing movement forward!

Women's cycling races are on the rise and attracting more and more people: the number of visitors on the Tour de France Femmes' website rose by 80% last year! This rise is also reflected on the amateur side – in our league alone, the number of women's teams has doubled in 2024.

You have the power to help bring gender equality to the sports scene, take part in this movement and make a profitable investment. While current figures show how huge the gap to be filled is – today only 10% of sponsorship funds are directed towards women – consumers and fans are asking for more. They want more media coverage and sponsorship for women's sports. And what's more: sponsoring women in sports has been proven to have a halo effect on such brands!



CCC race teams will aim to limit their environmental impact as much as possible. As such, we would especially love to collaborate with businesses who have an eco-conscious mindset, and actively support women!

Why we need you

Participating in races comes at a price, from registration fees to train tickets to reach the start point.

CCC aims to remove barriers to women cycling – including financial barriers. We don't want these costs to prevent motivated women cyclists from racing. That's why it is important to us to find sponsors who can cover the costs of the two race teams.

If you are able to also offer advantages to our wider CCC community – even better!

Team Expenses 2024	
<i>Costs for two teams</i>	<i>Description</i>
2 x 3.000 €	BCF registration fees
1.500 €	Team jersey costs *
1.000 €	Travel & logistics costs
250 €	Ravitos
8.750 €	TOTAL

**We will try to reuse jerseys from last season, if possible. Purchasing jerseys may however be necessary, if we have a new major sponsor.*

Benefits for Sponsors

Visibility

With a community of almost 500 women in and around Brussels, and a following of 1350+ on Instagram, sponsoring us can grant you access to a large audience.

The CCC teams will participate in large public events such as BXL Tour, as well as races across Belgium and France. Our members are from many different nationalities and could be your ambassadors in their home countries. All 20 of the women on our team have social media, meaning further exposure for your brand.

Supporter status

By supporting us financially, you can publicise the fact that you are part of a revolution in the world of cycling. You're helping the development of women's racing in Brussels, Belgium, France and beyond!

Content creation

We can provide you with pictures of the races, training rides and events that you can use in your annual report or social media. We can create social media content with your products and/or services to be published on both your and our channels.

Co-hosting events

We can co-organise events for your employees, clients, or partners... such as special rides, talks on gender equality, slow travel, nutrition, etc...

We could envisage co-organising a tailor-made event with visibility for your company, in the form of banners or promotional stands, etc...

Sponsorship Packages

Customise any package. Just get in touch!



La Sprinteuse

Logo on race team webpage

Logo in CCC newsletter
(500 subscribers)

Social-media content

From 250 €



La Puncheuse

La Sprinteuse
Package

+

Co-host an event

From 500 €



La Grimpeuse

La Puncheuse
Package

+

Logo on team jersey

From 1.500 €



La Baroudeuse

La Grimpeuse
Package

+

Co-name a team

From 3.000 €

Thank you!
We're excited to
work with you.

Contact

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