



Photo de Valentin Sohet

# Sponsorship Pack

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Casual Cycling Club  
Race teams

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2025 Season



## Contact

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## 2025 season highlights

With two jerseys won and numerous Top 10 finishes, the season was a success! !

### What a start !

Beyond the good rankings achieved by the riders of the Casual Cycling Club during this third season (see box opposite), we are particularly proud of the atmosphere of mutual aid and kindness that has been built over the year.

We have managed to create a space of solidarity within which all the riders have been able to set and achieve their own goals, whether it is a new distance or speed record, successfully climbing a hors catégorie pass, or even finishing a race despite multiple punctures!

### Thinking big for 2026 !

Next season, we will have one team within the BCF pelotons

Our mantra will stay the same : become stronger together and have fun! We have already started training for the 2026 season and are fully committed to the new challenges ahead!



### The white and combined jerseys of the season!



Rewarding the best first season in the BCF and the best combined climber/sprinter, they were awarded to Sandra H. this season! We couldn't be prouder!

### Two teammates in the Top 10 for all jerseys!

For each jersey (general classification, climber, sprinter, combined, rookie, over 35), the team placed at least two riders in the Top 10! Congratulations to Sandra H., Clothilde P., Léandre DN., and Marianne D. for these performances!

### The strength of the team

A third place finish in the team classification at the 8 Hours of Spa and fifth place (out of 27 teams) in the overall season standings confirm that teamwork was the key to success this year!

# 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.

Since 2021, through numerous rides, activities, and mechanical workshops offered, we have grown significantly. To continue growing, we have decided to make it official and become an ASBL/VZW (non-profit organization).

We believe that costs should not be an obstacle to participation: memberships operate on a "pay-what-you-can" basis, and we lend equipment to help everyone get started, regardless of their means.

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 team

A 'competitive' section of 10 women 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!

This team participates in the Bonneville Cycling Federation, an amateur cycling league that offers a "professional" experience to amateur cyclists who want to ride as part of a team.

# 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 – four mens and now three womens – BCF offers the same classics, in the same locations, with the same atmosphere. Each peloton has its own distinctive starts, classifications and jerseys.

Website : [bonnevillecycling.be](http://bonnevillecycling.be)



## League Highlights

9 classics + 2 grand tours

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4 men's pelotons + 3 women's pelotons

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

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BCF motto: "*Effort, vélo, passion*"

# 2026 Calendar

**6 - 15  
MAR**

**Le National**  
Individual &  
collective  
challenges

**22  
MAR**

**La Primavera**  
-  
Sprinters' classic

**18  
APR**

**La flèche des  
Ardennes**  
-  
Peloton race

**3  
MAY**

**Famennes**  
**Ardennes Classic**  
-  
A real UCI classic !

**13  
JUNE**

**Team Time Trial**  
-  
Silly

**14  
JUNE**

**BXL Tour**  
-  
Bruxelles

**25  
JULY**

**8H de Spa**  
-  
Relay race on a  
circuit

**5  
SEP**

**La Doyenne**  
-  
Ardenne

**10  
OCT**

**La 'Magerotte'**  
-  
Rochefort

**27 - 31 MAY**

**16 - 20 SEPT**

Stage races - Vosges, France

# 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 – and within the BCF league, the number of women's pelotons has increased from 1 in 2023 to 3 in 2026!

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 team will aim to limit its 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 race team.

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

2026 budget	
<i>Cost for the team</i>	<i>Description</i>
4.400 €	BCF registration fees
540€	Team jerseys*
500 €	Travel & logistics costs
150 €	Ravitos
<b>5.590 €</b>	<b>TOTAL</b>

*\*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 more than 500 women in and around Brussels, and a following of more than 2000 on Instagram, sponsoring us can grant you access to a large audience.

The CCC team 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.

## 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

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Logo in CCC newsletter  
(500 subscribers)

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Social-media content

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**From 125€**



## La Puncheuse

La Sprinteuse  
Package

+

Co-host an event

**From 250 €**



## La Grimpeuse

La Puncheuse  
Package

+

Logo on team jersey

**From 750 €**



## La Baroudeuse

La Grimpeuse  
Package

+

Co-name a team

**From 1.500€**

# In short

Does your list of 2026 New Year's resolutions look like this?



Become a sponsor of the Casual Cycling Club race teams, starting from €125!

Let's discuss to design the partnership that suits you best



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

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