



UEC Elite Track European Championships

12-16 Feb 2025

Sport Vlaanderen Heusden-Zolder

Velodroom Limburg





Introduction

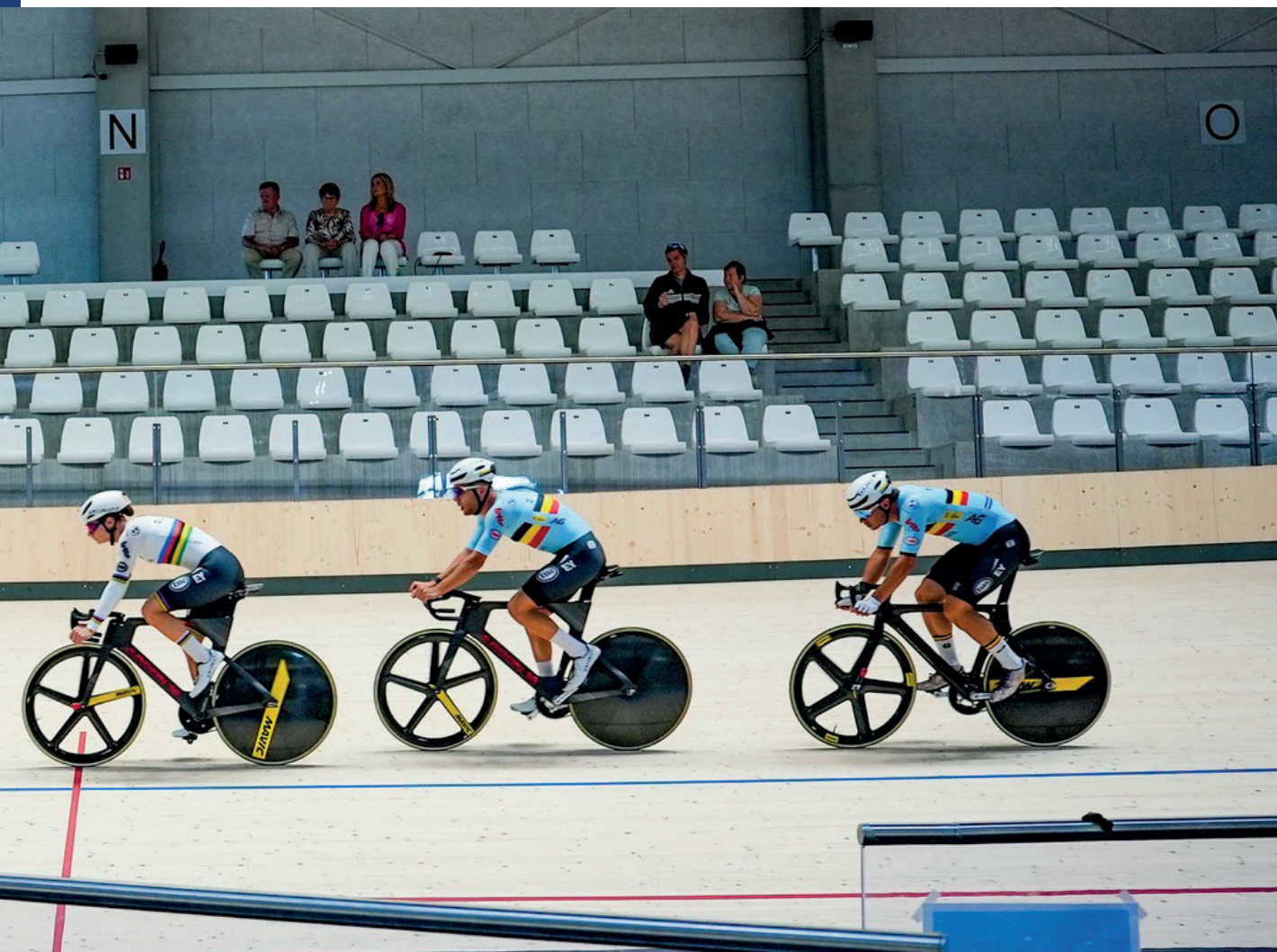
UEC Elite Track European Championships

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The Elite Track European Championships – also known as the European Track Cycling Championships or simply EuroTrack – are a set of competition events organized annually by the Union Européenne de Cyclisme (UEC).

The Championships cover the various disciplines of track cycling for competing European elite cyclists. As is traditional in cycling events, the winners of each discipline are presented with a gold medal as well as a unique jersey; in this case, it is a blue jersey with gold stars evoking the flag of Europe.

The 2025 event will be held at the Sport Vlaanderen Heusden-Zolder Velodroom Limburg in Belgium, from 12-16 February.



Be a part of it



Facts & Figures



2000 - 2500 **EK AUDIENCE**



4000 FOLLOWERS ON **LINKEDIN**



19 300 FOLLOWERS ON **INSTAGRAM**



62 000 FRIENDS ON **FACEBOOK**



75 000 PASSIONATE **BIKERS**



Social media fans



19 300 FOLLOWERS ON **INSTAGRAM**



62 000 FRIENDS ON **FACEBOOK**

Online visibility TV

sporza.

★EUROSPORT

NOS



What's in it for you?

Gear up for the cycling spectacle of the year at the 2025 European Track Cycling Championships, set to surpass all expectations and become the pinnacle of the Belgian cycling calendar.

- * **International Cycling Event in a State-of-the-Art Velodrome**

Be part of history as the 2025 European Track Cycling Championships kick off in the brand-new Velodrome, setting the stage for the first international cycling event in this cutting-edge facility. Witness the thrill of the sport in a venue designed for speed, excitement, and record-breaking performances.

- * **First European Track Championships in Flanders, Belgium**

Heusden-Zolder plays host to its first European Track Championships, marking a historic moment for the nation. The heart of Europe becomes the epicenter of track cycling, welcoming enthusiasts from across the continent to experience the fervor of this prestigious competition on Belgian soil.

- * **High-Speed Track for Record-Breaking Action**

Get ready for pulse-pounding action on one of the fastest tracks in the cycling world. The meticulously designed track promises record-breaking speeds, intense competition, and nail-biting finishes. Feel the rush as cyclists navigate the velodrome's turns with unparalleled skill and precision.

**“ This event is destined
for greatness! ”**



* **Belgian Cycling Icons, Including Lotte Kopecky**

Brace yourself for a display of cycling prowess as Belgian stars, including the phenomenal Lotte Kopecky, take center stage. Watch in awe as these athletes showcase their speed, agility, and determination, competing against the best in Europe to secure their place in cycling history.

* **Unrivaled Atmosphere and Spectator Experience**

Immerse yourself in the electric atmosphere of the Velodrome, where every cheer reverberates with the thrill of competition. The championships offer an unparalleled spectator experience, combining the excitement of world-class cycling with an unique ambiance.

* **Exclusive VIP Packages and Engaging Fan Zones**

Elevate your experience with exclusive VIP packages offering premium views, access to behind-the-scenes action, and the opportunity to mingle with cycling legends.

* **Global Media Coverage**

Witness the European Track Cycling Championships unfold on a global stage with extensive media coverage. From exhilarating highlights to in-depth analysis, the world will be watching as this event cements its place as one of the most anticipated track cycling spectacles of the year.

Visibility & Media

Estimated Media attention

Live(stream): UEC European Track Championship Grenchen 2023

Channels

Sporza, RTBF, Eurosport, Rai Sport, NOS, Play SFR, Youtube

National media attention (Based on Grenchen 2023)

Sunday 12/02/2023

- SPORZA live: 422.925
- EEN Sportweekend: 786.959
- VTM Nieuws 19u: 555.582

Extra

- EEN Vrt nws 13u: +- 350.000
- VTM Nieuws 13u: +-250.000
- TV Limburg



Source: CIM

Live(stream): UEC European Track Championship Apeldoorn 2024

National media attention (Based on Apeldoorn 2024)

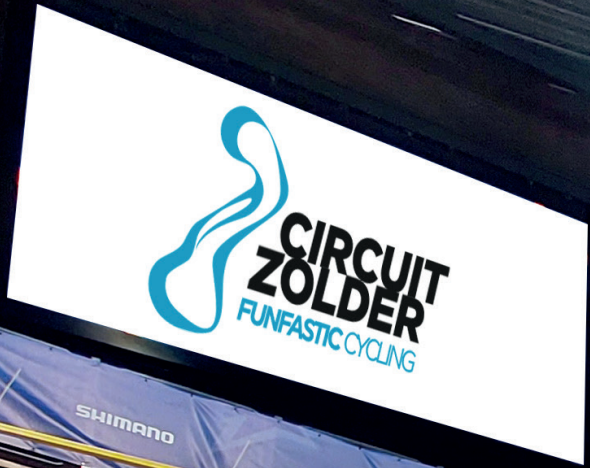
Sunday 14/01/2024

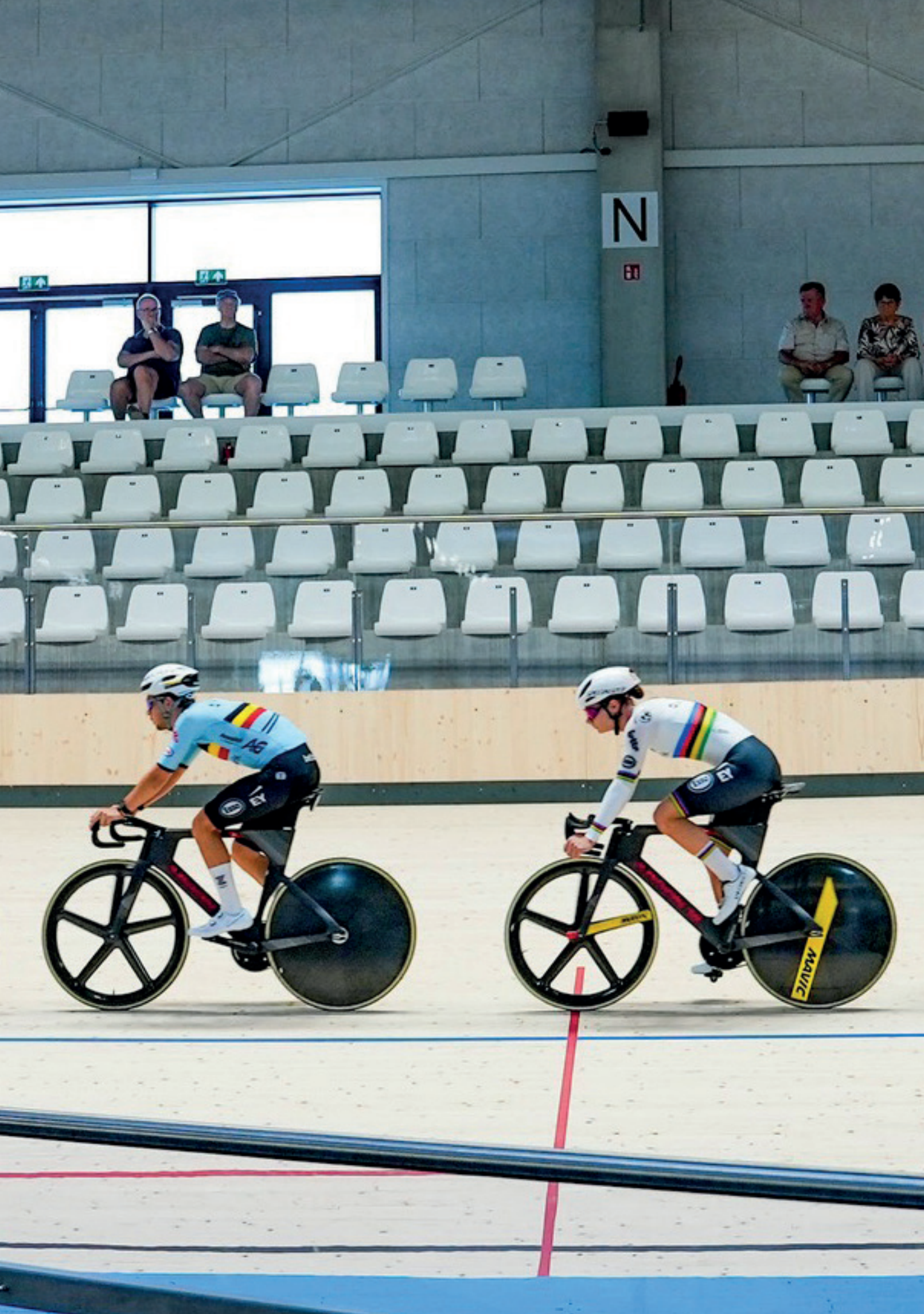
- SPORZA live: 407.244
- EEN Sportweekend (9:20-14:00): 888.701
- 4min 40 sec reportage with all sponsors very well represented!
- VTM Nieuws 19u: 654.774

Extra

- EEN Vrt nws 13u: +- 400.000
- VTM Nieuws 13u: +-270.000
- TV Limburg

Source: CIM





Other media

* **Radio**

- Radio Stations: Interviews, summaries, and announcements on sports-related radio stations like Sporza Radio on Radio
- General Radio Broadcasts: Inclusion in regular news programs and talk shows

* **Print media**

- Sports Newspapers: Special sections, interviews, and reports in all national newspapers.

* **Online news portal**

- Sports Websites: Comprehensive coverage on major sports news websites like Sporza, Wienerflits, GCN...
- General News Portals: Articles and updates on widely visited news portals.

* **Social media**

- Official Social Media Channels: Active promotion on platforms such as Facebook, Instagram, LinkedIn...
- Athletes and Teams: Sharing of performances and engagement on the social media of participating athletes and teams..

* **Press releases and Press conferences**

- Official Press Releases: Distribution of press releases with updates and important announcements.
- Press Conferences: Opportunity for press conferences for direct interaction with journalists.

* **Online video platforms**

- YouTube and Other Video Platforms: Comprehensive video content, including highlights, interviews, and behind-the-scenes footage.

* **Podcasts**

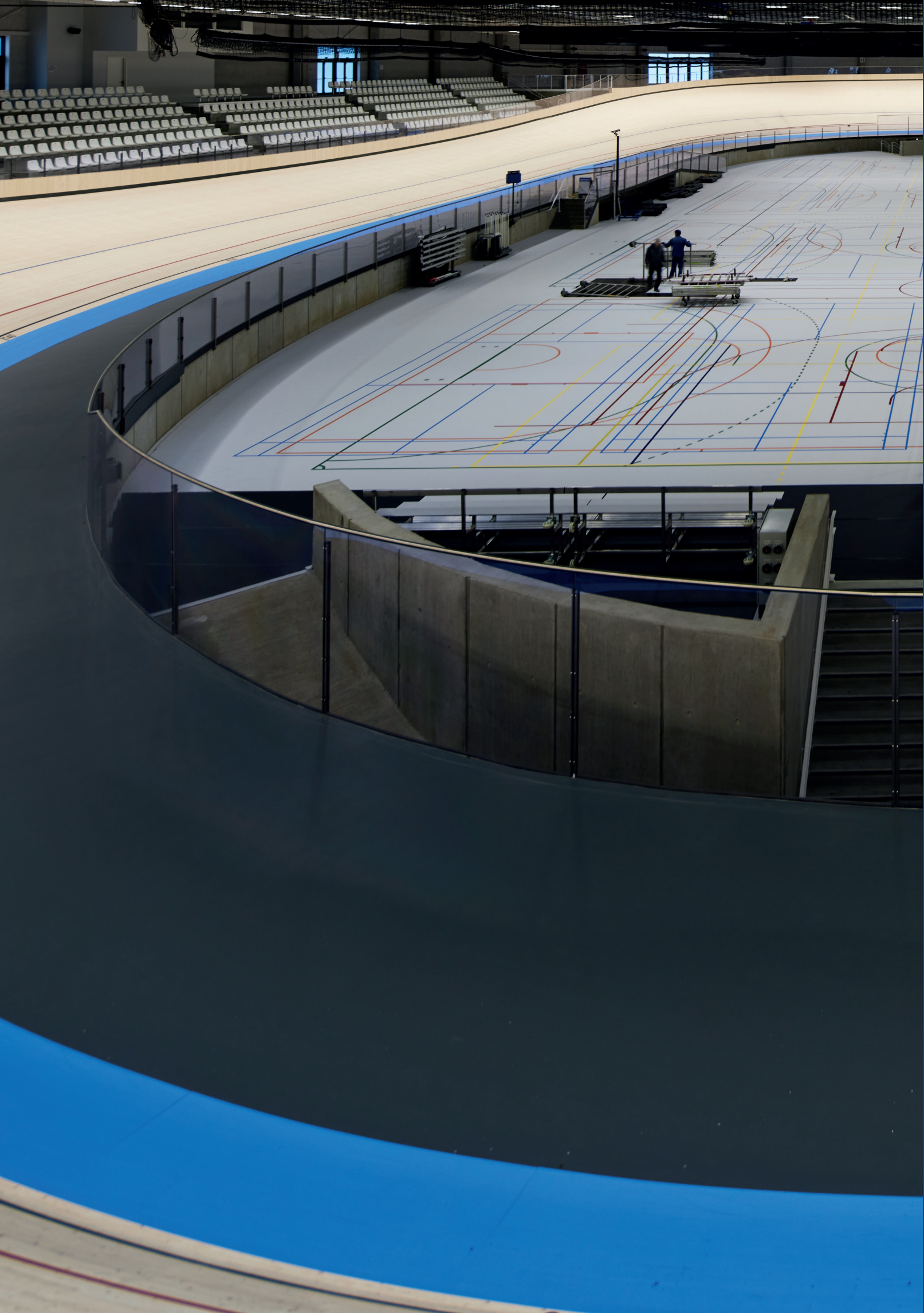
- Sports Podcasts: Guest appearances and sponsor mentions on popular sports podcasts.

* **Photo agencies**

- Collaboration with Press Agencies: Distribution of high-quality photos to various media platforms.

* **Outdoor advertising**

- Billboards and Posters: Possibility of visibility on outdoor advertising near the venue.



Sponsor packages

You too can be part of this amazing event! Take your visibility to the next level. We have several packages to choose from.

We are happy to give a live explanation of our packages.





European Champion Package



This package includes



Visibility

- Sticker with logo in turn
- Advertising space on the outside fence on the track
- logo on official podium backdrop
- logo on welcome board
- logo on flash interview backdrop
- Logo on official event poster
- Full ad page in the official event program
- Logo on front page in the official event program
- Logo + link on official event website
- Products and/or logo used in promotional content
- Logo on tickets
- 5 x day video advertising on big screens
- 3 x day audio advertising in Velodrome
- Visibility on all side events



Activities

- Stand in the expo area close to the venue that gives the chance to sell your product to visitors or to make publicity
- Ability to do public actions during the event
- Activation online content (2x/month)



Hospitality

- 75 x VIP tickets (15 per event day)
- 40 x VIP Parking (8 per event day)



Tickets

- 100 x tickets (20 per event day)
- 50 x parking (10 per event day)



Vice European Champion Package



This package includes



Visibility

- Advertising space on the outside fence on the track
- logo on official podium backdrop
- Logo on welcome board
- logo on flash interview backdrop
- Logo on official event poster
- Half advertisement page in the official event program
- Logo on front page in the official event program
- Logo + link on official event website
- Products and/or logo used in promotional content
- Products and/or logo used in promotional content
- Logo on tickets
- 4 x day video advertising on big screens
- 2 x day audio advertising in Velodrome
- Visibility on all side events



Activities

- Stand in the expo area close to the venue that gives the chance to sell your product to visitors or to make publicity
- Activation online content (2x/month)



Hospitality

- 35 x VIP tickets (7 per event day)
- 15 x VIP Parking (3 per event day)



Tickets

- 50 x tickets (10 per event day)
- 25 x parking (5 per event day)



Bronze Medallist



This package includes



Visibility

- Logo on official podium backdrop
- Logo on welcome board
- Logo on flash interview backdrop
- Logo on official event poster
- Logo on front page in the official event program
- Logo + link on official event website
- Products and/or logo used in promotional content
- Products and/or logo used in promotional content



Activities

- Stand in the expo area close to the venue that gives the chance to sell your product to visitors or to make publicity



Hospitality

- 15 x VIP tickets (3 per event day)
- 5 x VIP Parking (1 per event day)



Tickets

- 25 x tickets (5 per event day)
- 10 x parking (2 per event day)

Contact

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