

SPONSORSHIP APPLICATION

Discover the opportunity to become an official partner



RED ROCK
CHALLENGE

Winter 2019

WHAT WE DO



RED ROCK CHALLENGE is an annual event that combines sport with cultural activities in southern Luxembourg. The **7th edition** of RED ROCK CHALLENGE will fall on the weekend of **October 12 and 13, 2019**. The challenge is a two-day event: the first day is dedicated to the trail runners and duathlon and the second day is entirely dedicated to the mountain bikers. The MTB day is organized as a tour or a race. The 75-km race is part of the **UCI's (International Cycling Association)** national calendar and is open to licensed and non-licensed riders. A great opportunity to race together with some of the best champions around Europe. The event is organized by **Red Rock Challenge asbl** (a non-profit organisation) in cooperation with **Pro Sud**. In this document we present our project and the opportunity to make a financial contribution to cover the expenses of preparation and time-keeping.

PROMOTION OF A REGION

RED ROCK CHALLENGE is an up-and-coming sport event in Luxembourg. It encompasses a wide range of events aimed at discovering the great wealth of industrial and natural heritage of the areas of the **former mining region**. The Red Rock Challenge 2018 begins in Belval (for most of the races) and, like every year, connects the region's major tourist points such as Little Italy in Dudelange, the National Mining and Iron Museum in Rumelange, the Centre d'accueil Ellergronn in Esch/Alzette and the Industrial and Minett Park in Differdange/Pétange. The large number of tracks will lead the participants through the natural reserves of Haard, Hesselbierg, Steebierg, Lalléngerbierg and Giele Botter to arrive at the Lycée Belval, where a celebratory gathering awaits all participants. The Lycée Belval offers a cloakroom and warm showers as well as a bike wash.

TENTATIVE PROGRAM 2019

TRAIL RUNNING / X-DUATHLON

12
OCTOBER
SATURDAY

X-DUATHLON

49 KM Single and Team of 3
Stage details: MTB **21,1 KM** +
Runt-rail **9,6 KM** + MTB **18,2 KM**

RUN CHALLENGE

27,7 KM

RUN TRAIL

18,2 KM

MTB DAY

13
OCTOBER
SUNDAY

MTB TOUR

38,9 KM

MTB RACE

61,3 KM

MTB TOUR

61,3 KM

MTB RACE - MARATHON

75 KM

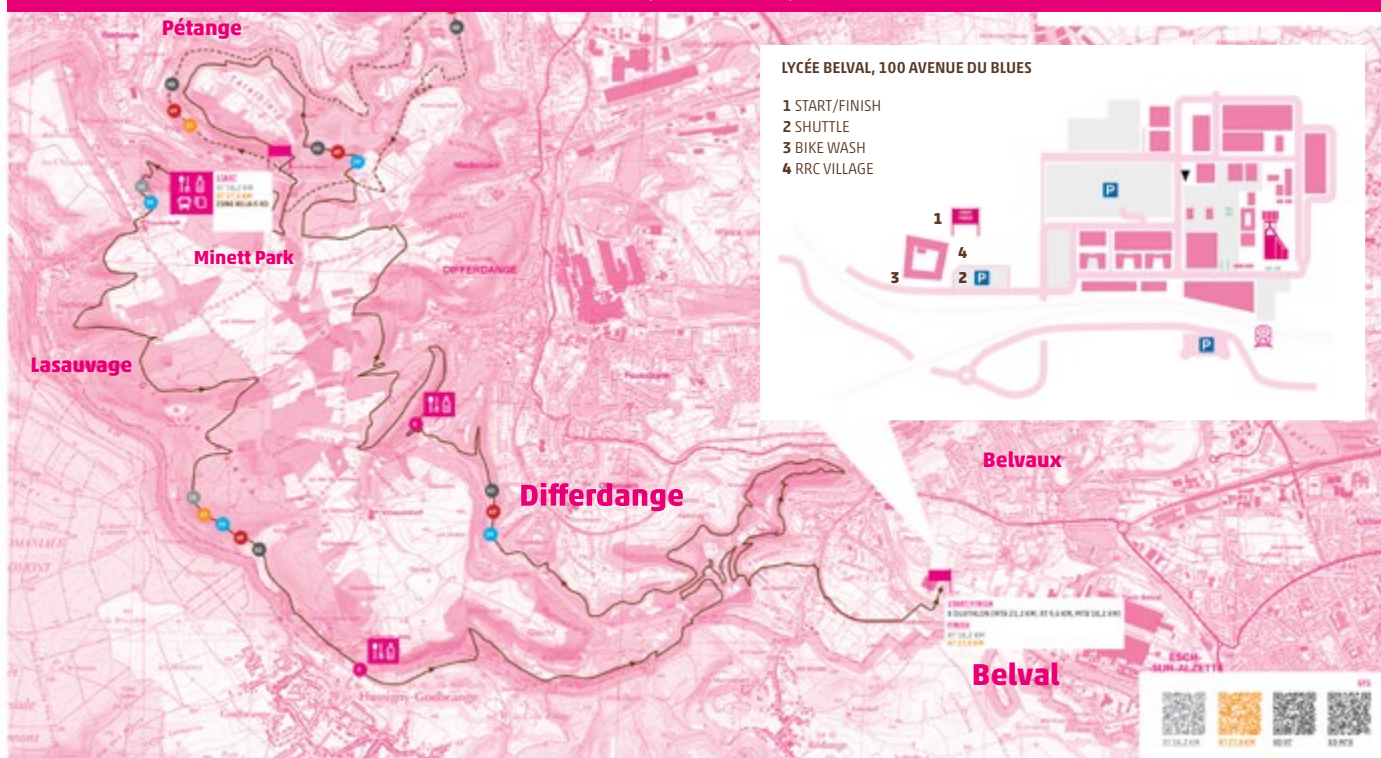
MTB TOUR - MARATHON

75 KM

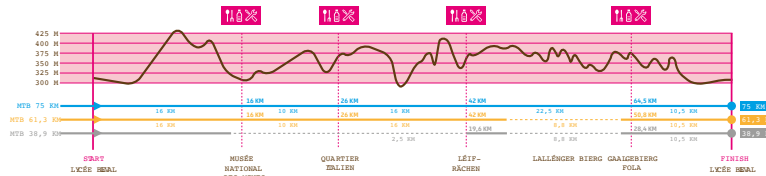
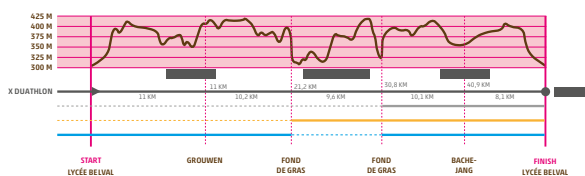
WHERE WE ARE

(TRACKS 2017)

TRAIL RUNNING / X-DUATHLON / URBAN CX



MTB DAY



OUR STORIES

WHAT THEY SAY ABOUT US

Since the first editions, we have been able to count on numerous **sponsors and partners** that have provided us with their generous support. Most of our partners and sponsors have taken advantage of the event's growing popularity over the past few years. As a result, **ASPORT** has seen a growing number of customers able to put their names to the event. Sponsor satisfaction is extremely important to the RRC team. Without satisfied sponsors, we simply would not be able to remain in business. Take a look at what our past sponsors and participants have to say about us.



Julien Bekaert

12 October at 22:48



J'ai eu la chance, je peux le dire aujourd'hui, de participer à votre Duathlon. Je tenais juste à partager mon avis sur cette organisation incroyable. J'ai été admirablement surpris par la beauté du parcours. La signalisation était parfaite et les signaleurs assez nombreux pour se sentir en sécurité à n'importe quel endroit où je me trouvais. Le professionnalisme dont vous avez fait part après la course face à mon gain oublié et envoyé à mon domicile n'a que renforcé mon idée sur cet événement que je pourrais qualifier d'événement parfait. Un grand bravo et merci pour tout.

“During the trials you can discover places where the industrial heritage has metamorphosed to give birth to new and innovative activities,”

Vincent Delwiche, CEO of Agora

OUR PARTNERS

This list shows the current partners interested in supporting us for the next edition.

MAIN PARTNERS

ASPORT (PARTENAIRE GOLD)
PRO-SUD

FINANCIAL PARTNERS

Agora
CFL
Emile Weber
Visit Luxembourg
Tageblatt
Le Quotidien
Revue
Sensity
Spuerkees
Sudgaz
Ministère de l'économie

CO-PARTNERS

Cercle Athlétique Belvaux
Cercle Athlétique Fola
Team Toproad

EVENT PARTNERS

Centre d'Accueil Ellergronn
Delhaize Belval
Fit Doheem
FSCL
Fox beer
Lëtzbuerger Guiden a Scouten
Lycée Belval
Musée National de Mines de Fer
Luxembourgeoises
Minett Park
Sportograf

LOGISTIC & COMMUNICATION

Fiduciaire Muller & Associésu
Fontana
Sensity
Skin

COOPÉRATION

Asport Trail Challenge 2019

WHY WE NEED YOU

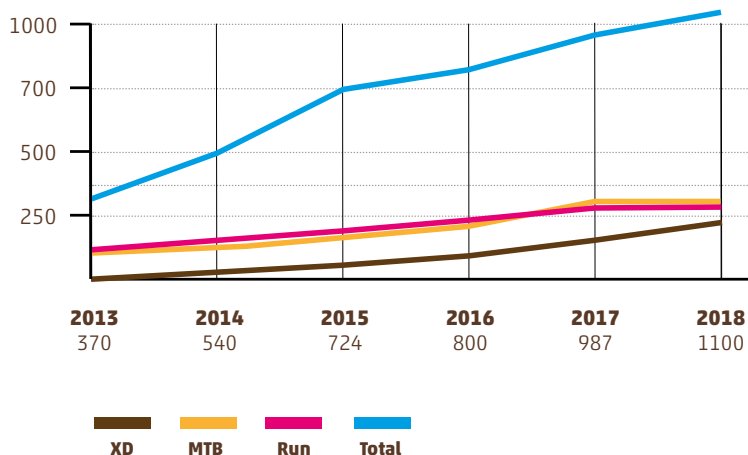
Organizing a two-day racing event in Luxembourg requires a lot of time and money. The preparation alone normally takes almost a year and involves hundreds of meetings. We start **promoting the event** months in advance on both printed material and online. In addition, we collaborate with professionals to ensure high standards of **time-keeping**. And even though we can count on numerous **volunteers**, the costs of organizing such an event leave us with very little earnings. Every year, we develop our offer to improve the experience for participants and the visibility of our sponsors.

This is why RRC is looking for sponsors that provide the organizers with a solid basis to continue improving the event. We want to grow – we are ready for it and would love to do it with you.

Thanks to our different editions, we have a highly targeted audience and demographic data-sheet.
Classic target: 30 – 50-year-old males (90%)
This includes people following us on social media. Large numbers of followers on Facebook or other social media platforms would give us extra leverage. We estimate that about **1,500 people** (participants and spectators) will see the advertising during the event and **40,000 people** will see the printed material during the campaign.

GROWING PARTICIPATION

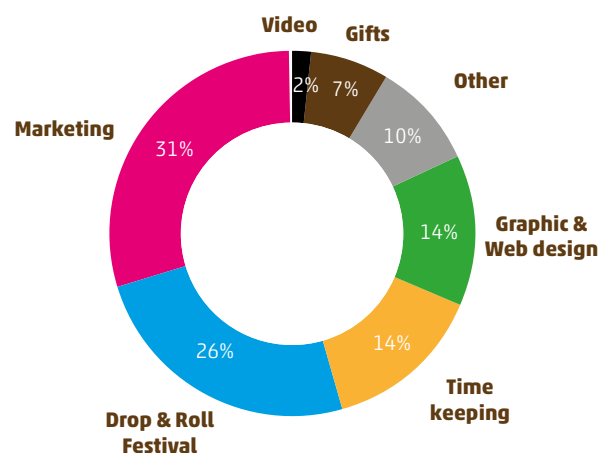
The event is enjoying rising popularity, with participant numbers increasing each year. (related events - like #RRC-AFTERWORK-RIDES are taken in consideration).



EXPENSES

We calculated in detail the expenses to understand that communication needs more resources.

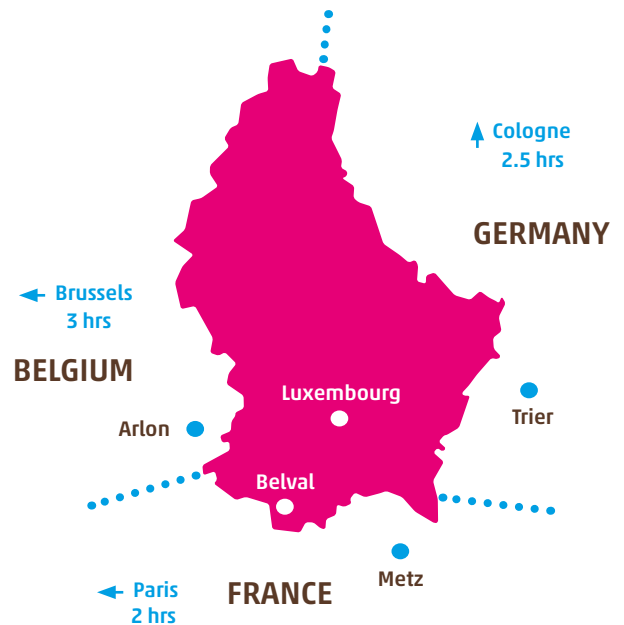
Expenses: 95.000 €



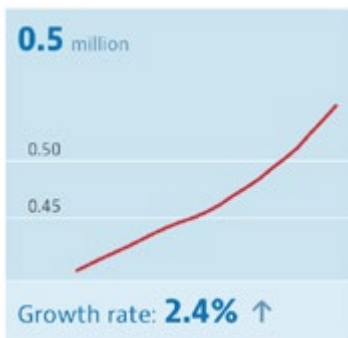
WHY LUXEMBOURG ?

Sport activities in Luxembourg are becoming increasingly popular. The country's diverse landscape is an inviting feature that makes the country a perfect destination for sport activities in the Greater Region. Furthermore, Luxembourg scores well in terms of **well-being**: money, while it cannot buy happiness, is an important means to achieving higher living standards.

In Luxembourg, the average household net-adjusted disposable income per capita is much higher than the OECD average of USD 30,563 a year. And the country's GDP (Gross Domestic Product) is the highest in the world. Sport is a significant element in promoting Luxembourg. This is evident in various initiatives recently launched the government such as "LuXembourg - let's make it happen" and "Lëtzt Be Active". Luxembourg is therefore a top location for investing resources in sport events.

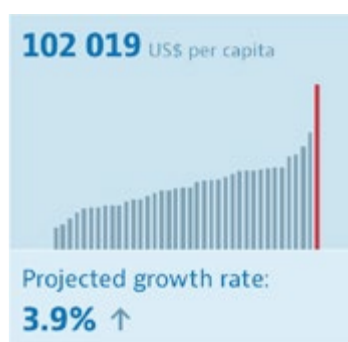


Population



Source: EU STATEC

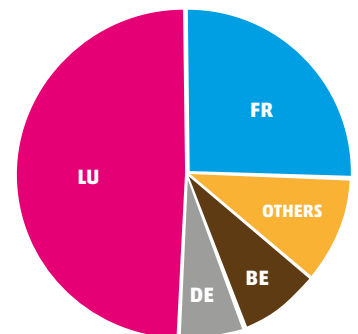
GDP



Source: EU STATEC

Nationality

During the last editions we noticed that more than half of the participants are foreign. 48% of the participants are from Luxembourg.



Wages per capita

Luxembourg is one of the world's wealthiest countries, it has one of the highest current account surpluses as a share of GDP (Gross domestic product)

Source: Wikipedia

	Country	PPP
1	Luxembourg	62,636
2	United States	60,154
3	Switzerland	60,124
4	Iceland	55,964
5	Norway	53,643
6	Netherlands	52,833
7	Denmark	52,580
8	Australia	52,063
9	Ireland	51,681
10	Belgium	49,587

OUR NUMBERS

MEDIA STATISTICS 2018

Observing statistics is an important step in instilling trust in the various marketing channels used to promote the activity. Here, we differentiate between **offline and online** channels.

OFFLINE COVERAGE

Newspapers: Tageblatt, Revue, Wort.
Press releases: (National, Grande Région, Specialised Press): 1x

Television: Interview by RTL (Main National Channel) during the Red Rock Challenge MTB.

Distribution flyers/posters
Flyers: **10,000**
Poster A3: 200

Present at these events
Kulturlaf (Esch), Hemoride (Strassen), Route du Vin (Remich), Challenge Tageblatt (CA Fola), few other trail courses in Belgium.
Other: Campings in Luxembourg, Partners office, Touristic Points), CFL (Gares, trains)

Banners on road (40,000 car passages x day)
Rond point Raemerich, Esch-sur-Alzette
Rue de Noetzange, Kayl, Bettemborg, Dudelange

Volunteers : About **120 Volunteers** participated in the different stands and help during the Week-end.



[Watch our after-movie!](#)

ONLINE COVERAGE

Website
Visits web: **33,226**
Utilizations/sessions: 14,256
New Visitors: 8,397
Average time of the visit: 2.33 min
Mobile: 7,179
Desktop: 5,933
Tablet : 1,144
(Source : Google analytics)

Newsletter
We have an audience of **3,500** (quality contacts) registered for our newsletter.

Social Networks
Likes Facebook Page: **4,050**
Videos: 2 video clips
Instagram: 82 followers, 187 views.

Promotion to Federations (FLA/FLTRI/FSCL and internationals), bike-clubs (Route/MTB), participants, enterprises, national sport calendars in Luxembourg and Grande-Région

Promotion through GPS Track Sharing
Our channel on www.GPSIES.com had more than **350,000** guests up to October 2018



1,100

PARTICIPANTS



350,800

TRACK VIEWS ON GPSIES.COM



120

VOLUNTEERS



33,220

REACH OF OUR ONLINE
COMMUNICATION
WEBSITE MOBILE-DESKTOP



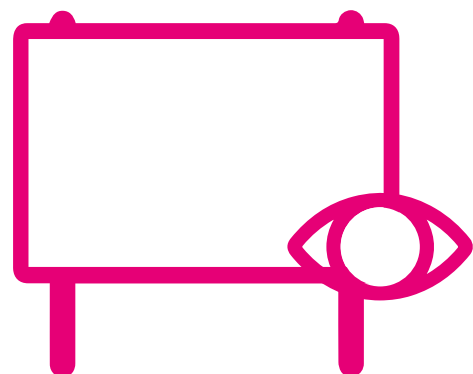
3,500

AUDIENCE OF OUR
NEWSLETTER



4,050

LIKES ON
FACEBOOK PAGE



40,000

REACH OF OUR PRINTED
COMMUNICATION
(STREET BANNERS)

WHAT WILL BE NEW?



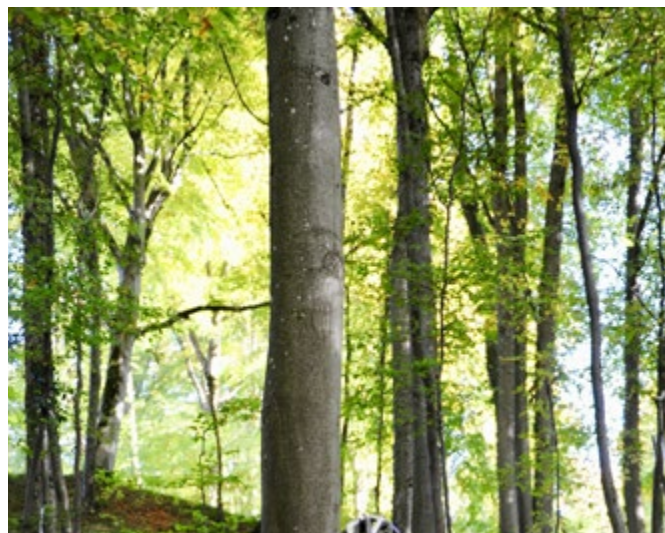
The new edition of the Red Rock Challenge will be basically reviewed!

2 Days equals 2 Events!

The REVUE - Run Trail Day 12/10/2019, first day of the event dedicated to the trail **runners** and the second day, the TAGEBLATT - Mountain Bike Day 13/10/2019, will be entirely dedicated to the **mountain bikers**.

Two days give the possibility to offer two separate events, **one for the runners** and **one for the mountain-bikers**!

We will **focus** our attention on the **natural surroundings of the Minett area**. This means that we might not organise the urban trails and concentrate our efforts on the more popular MTB and RUN trails.



GREEN CORNER OF LUXEMBOURG

The domain de la Minette is situated in the South-West of the country counting more than 5% of its surface. This domain is characterized by an alternation of hills of more than 400 m of altitude.



The major feature of this year 2019 is the organisation the **Drop and Roll Tour** featuring legend bike acrobat **Danny Macaskill**. Since his breakthrough YouTube film in 2009 Danny's profile has soared with the release of videos such as "Imagine", "The Ridge," and "GoPro - Cascadia." Danny can now bring some of his famous tricks to a live environment. His events are bringing crowds of bikers including their family and friends. We believe that this event will open up to different visitors which will engage with our event in the long term.

www.dropandrolltour.com



[Watch what Danny can do!](#)



PHOTOS



OUR OFFERS



Jersey



Maps



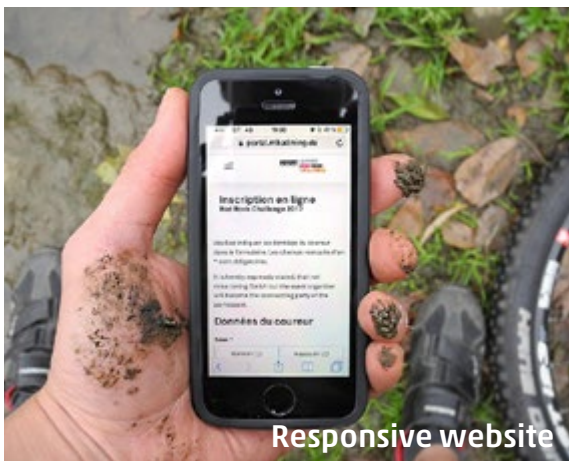
Flyers



Gifts



Participant Guide



Responsive website



BEST
OFFER

YOUR
COMPANY
**RED ROCK
CHALLENGE**

OUR PACKAGES



Discover our sponsoring packages for one edition of the Red Rock Challenge.
We can discuss also **customized packages** and we avoid sponsorship from partners in the same sector.



ROCK SPONSOR 5,000 €

Your logo and link on the Red Rock Challenge website
+
Your logo on every RRC printed materials (street billboard, podium, flyers, poster, guide, maps, etc...)
+
Your logo on the podium banner
+
Your logo on our online Communication
+
10 social media posts including your name/tag
+
Distribution of your sponsoring giveaways during the event
+
10 free participations



IRON SPONSOR 7,500 €

ROCK SPONSOR PACK
+
Your company name in one of the races available
(e.g. YOUR NAME – MTB CHALLENGE)
+
Your logo on an inflatable arch / flags at the start/finishing point
+
Possibility to install your information stand at the event
+
10 free participations (total = 20)



GOLD SPONSOR 12,500 €

ROCK SPONSOR PACK
+
IRON SPONSOR PACK
+
Your company name in the name of the event: e.g.
YOUR COMPANY NAME ... RedRockChallenge
+
Your logo on the next team uniform (two kind of jersey and trousers) and on the gift (medals, T-shirts, caps)
+
20 free participations (total = 40)

ABOUT US



TEAM

Red Rock Challenge was born five years ago in southern Luxembourg. We are a **multidisciplinary group** of individuals who share a passion for sport activities. We strive to bring people together and to innovate the way in which mass sport events are organized in Luxembourg. As natives of Luxembourg, we successfully combine our local roots with an increasingly **international approach**. Our core values reflect how RRC works: we share our passion, take responsibility for our actions and deliver what we promise.



Red Rock Challenge asbl supports "Kriibskrank Kanner" to fight childhood cancer.

VOLUNTEERS

We are always looking for volunteers to help with the logistics (track marking, HORECA, informatics, entertainment, etc...).

If you are interested, please contact:
support@rrc.lu

CONTACT

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TODAY!**