

08 — 09 OCTOBER 2022  
Luxembourg - Belval

# AGORA RED ROCK CHALLENGE

Official Document for Sponsors and Partners



## Discover our Sponsoring & Partnership Packages

[www.redrockchallenge.lu](http://www.redrockchallenge.lu)



AGORA  
RED ROCK  
CHALLENGE



# INTRODUCTION

## THANK YOU FOR YOUR INTEREST

The Red Rock Challenge is a combination of sporting and cultural event in southern Luxembourg. This challenge offers the participants to discover the great wealth of industrial and natural heritage of the communes of the former mining area.

We invite you to play an active part in this unique event and at the same time boost your corporate image.

Sincerely,  
The Red Rock Challenge asbl team





## SEEKING FOR SUCCESSFUL PARTNERSHIPS

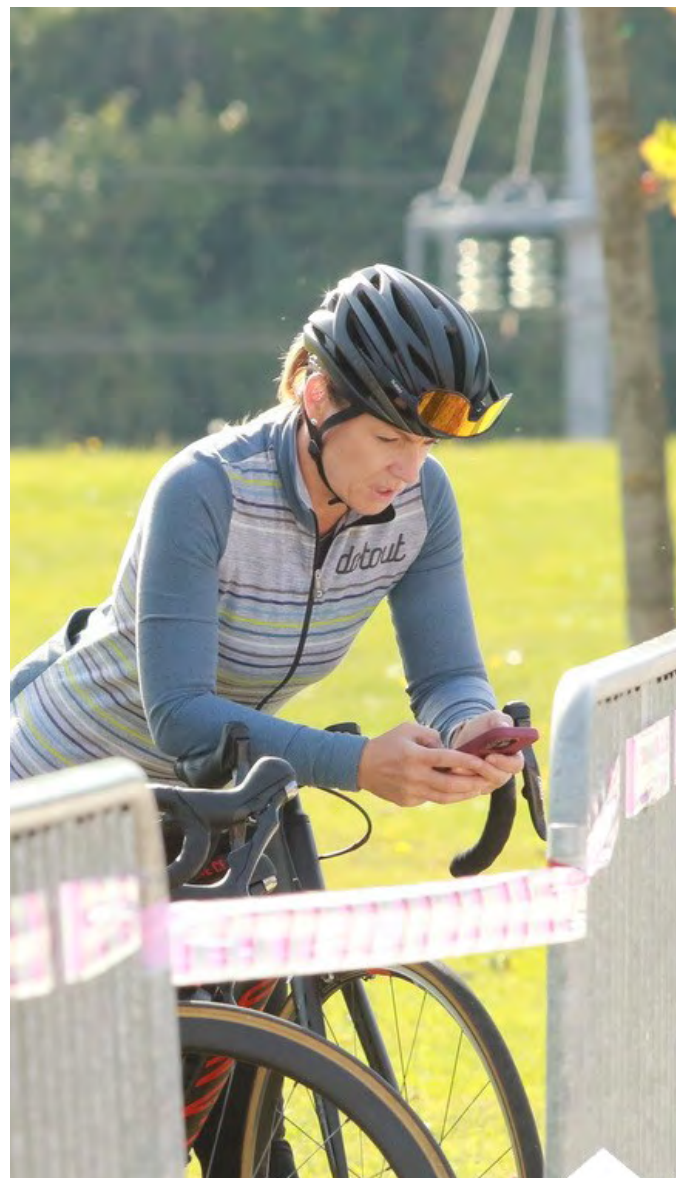
To support the Red Rock Challenge project, you can choose from several packages that give your organization true added value. These are listed in each of the following pages. The packages are limited to one edition of our event. However, they are cumulative. Thanks to your support, you will benefit from many advantages, depending on the commitment made. Every example of these packages is negotiable depending on your resources.

**Loyalty** | For more than 10 years already, Red Rock Challenge has been working together with loyal partners and established their trust. Our team understands that communication is key and has put a lot of effort into clearly positioning its brand and values. Red Rock Challenge asbl manages to be self-financing by a certain percentage (amounts paid by the participants of the event). However, the event requires additional and complementary funding from several partners in order to achieve all its goals and to grow.

### **The influence of the digital era |**

The sponsorship of sport events has evolved over the past decades, bringing new possibilities for organizations to increase their visibility and improve their sponsorship message. Digital media have widened perspectives for brands, and thereby for

sponsorship. One of our main objectives is to be up-to-date with current developments in communication strategy. Across the years, we have introduced customized digital channels for our followers: social media stories, guide tours events, after-movies. We do this in two phases. Before the event starts, we showcase your brand using storytelling on digital media. During the main event, we then create consistent communication on multiple channels.



# OUR PACKAGES

## BECOMING A PARTNER

### FINANCIAL PARTNERS

The financial partners are essential for making the event a success every year. Successful sponsorships are dependent on making suitable package decisions to maximize value for organizations.

- Main partner
- Regional partner
- Communication partner
- Time measurement partner
- Specific race partners
- Tour gourmande partner
- Afterwork bike rides partner
- Team apparel partner
- Gift partner
- Participant guide partner

**Values** | Investing in Red Rock Challenge is more than just making an investment in an event; it is an investment in sport and in the entire “Red Rock Region”. For example, Red Rock Challenge has been popular for organizations operating in Luxembourg (and more specifically from the Southern region), as the values associated with the event seem to match perfectly. If your organization – domestic or international – can identify with the values of Red Rock Challenge, it’s time to be part of it!

**Transparency** | Every year, we develop our offer to improve the experience and the visibility of our sponsors. Red Rock Challenge asbl undertakes to avoid putting similar organizations (in the same industry) in competition. For example, we can accept only one insurance company as event partner. Furthermore, the organizers commit to share a report of the communication impact on the audience. Online and offline channels will be measured to understand the success of the communication.

### EVENT PARTNERS

Red Rock Challenge is a hub that brings people, partners and municipalities together. Here, our Event Partners support us with their precious skills and resources.

- Material partner
- Logistic partner
- Media partner
- HORECA partner



# PACKAGES INDEX

**Different Types** | When you become an official partner of our event, we recommend that our partners choose from among our different offers. We divide our offers between **Gold, Silver, Bronze, Basic and Event** Partners. All our packages are negotiable, but check also our “Other Partners” Section for more information.

Main  
Partner

p. 6

Regional  
Partner

p. 7

Communication  
Partner

p. 8

Time measurement  
Partner

p. 9

Team apparel  
Partner

p. 10

Specific race  
Partner

p. 11

Tour Gourmande  
Partner

p. 12

Afterwork bike rides  
Partner

p. 13

Gift  
Partner

p. 14

Participant Guide  
Partner

p. 15

Material  
Partner

p. 16

Logistic  
Partner

p. 17

Media  
Partner

p. 18

HORECA  
Partner

p. 19

Red Rock  
Donor

p. 20

Red Rock  
Supporter

p. 20

# MAIN PARTNER

***The main partner is an important player in the event.  
Placed at the top of every communication, this choice provides  
the best exposure and a strategic position for the organization.***

- Placement of **your name and logo in front** of the Red Rock Challenge name, e.g.: “Your company name” Red Rock Challenge.
- Acknowledgment in official communication, e.g.: The event has been produced with the exclusive support of “Your company name”.
- Editorial page in our participant guide (e.g. President of organization).
- Your logo (in large) on the cover of the participant guide, website and podium banner.
- Your company name in all communication materials (participant guide, bibs, T-shirt, website, invitation to the prize ceremony ...)
- Your company name in all press and other newsletters.
- Tailor-made guided tours in the region on request.
- 40 free participations for your company.
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.
- Participation requested for one edition: **€ 15,000**





# REGIONAL PARTNER

***Red Rock Challenge is committed to promoting all the tourist and cultural sites that will be crossed during the event. Regional partners will increase awareness among their citizens and benefit from long-term visibility on their own territory.***

- Preface page in our participant guide (e.g. President of organization) .
- Your logo (in large) on the cover of the participant guide, website and podium banner.
- Your name in all communication materials (participant guide, bibs, T-shirt, website, invitation to the prize-giving ceremony ...)
- Your name in all press and other newsletters
- Tailor-made guided tours in the region on request.
- 3 free participations for each municipality.
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.
- **Invitation of representatives** to the various award ceremonies.
- Participation requested for one edition: € 10,000

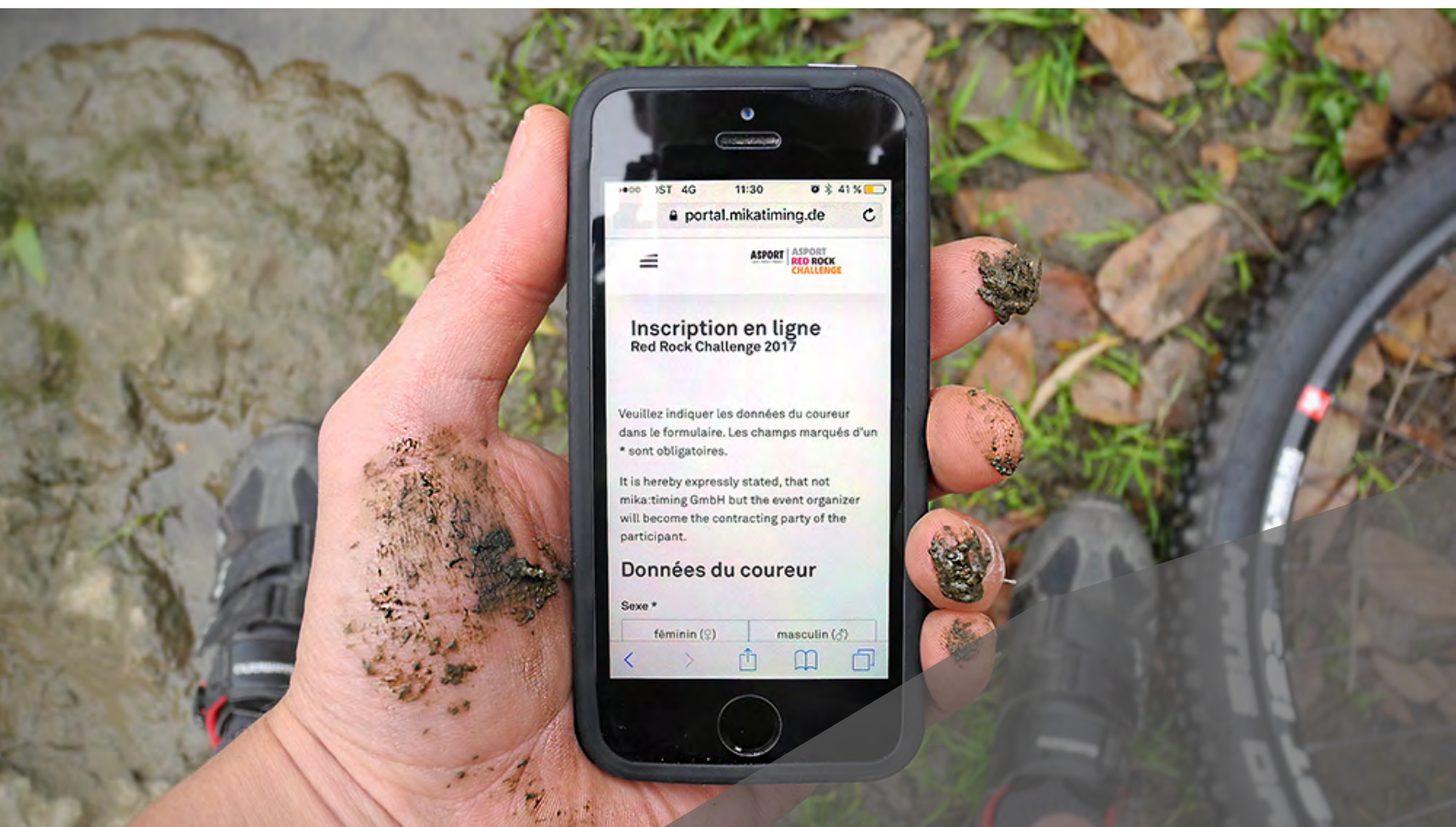


The municipal financial support may not be less than €2,500 per municipality crossed. This amount can also be covered by a syndicate\* representing all the municipalities in the SUD region . (e.g. Pro Sud or regional tourist office - ORT). In this case, the amount will be negotiated with the union and may be less than € 1,500 per municipality. Logistical support can also be offered by the municipalities that are members of the Red Rock Challenge project.

# COMMUNICATION PARTNER

**Digital media have widened the perspectives for the marketing department of organizations. Our communication partners are aware of the current developments in communication strategy and will benefit from exclusive exposure on our digital channels. Choose this option if you want your logo to be visible and recognized in all communication.**

- Acknowledgment in official communication, e.g.:  
The following communication tool (e.g. video) has been “powered by Your company name”.
- Your logo on our **digital media** channels: social media stories, after-movies and others.
- Your logo in our publication “participant guide” above the explanations about the race in question, website and podium.
- Your company name in all communication materials (participant guide, bibs, T-shirt, website, invitation to the prize ceremony ...).
- Your company name in all press and other newsletters.
- Tailor-made guided tours in the region on request.
- 20 free participations for your company.
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.
- Participation requested for one edition: **€ 7,500**





# TIME MEASUREMENT PARTNER

***Is your company related to “just in time” solutions? If so, this is the right package for you to be associated with our professional time measurements for the whole event. Each year, the organizers benefit from the know-how of companies in these fields, resulting in valuable and accurate results for all participants.***

- Acknowledgment in official communication: Red Rock Challenge time measurement has been powered by “Your company name”.
- Your **logo on the start/finishing line**, next to the chronometer (your logo will be on the background of the photos taken on the finishing line for each participant).
- Your logo on each picture of the event (this will be implemented on our website with pictures downloaded after the event).
- Your logo on the results which will be published the same day of the event.
- Your logo on the website and podium banner.
- Your company name in all communication materials related to the Red Rock Challenge project (participant guide, bibs, T-shirt, website, invitation to the prize-giving ceremony ...).
- Your company name in all press and newsletters.
- Tailor-made guided tours on request.
- 20 free participations for your company.
- Possibility of placing advertising in the start area.
- Possibility to set up a stand in the start area.
- Participation requested for one edition: € 7,500



# TEAM APPAREL PARTNER

***Each year, Red Rock Challenge designs, produces and distributes custom team apparel like no other. This year each participant who passes the finish line will get a high-quality finisher T-Shirt.***

- Your **logo in large on the Finisher T-shirt** (a custom design, high-quality long sleeve shirt available for participants at the finish area of the race).
- Your logo on the website and podium banner.
- Your company name in all communication materials related to the Red Rock Challenge project (participant guide, bibs, T-shirt, website, invitation to the prize-giving ceremony ...).
- Your company name in all press and other newsletters.
- Tailor-made guided tours in the region on request.
- 15 free participations for your company.
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.
- Participation requested for one edition: **€ 5,000**



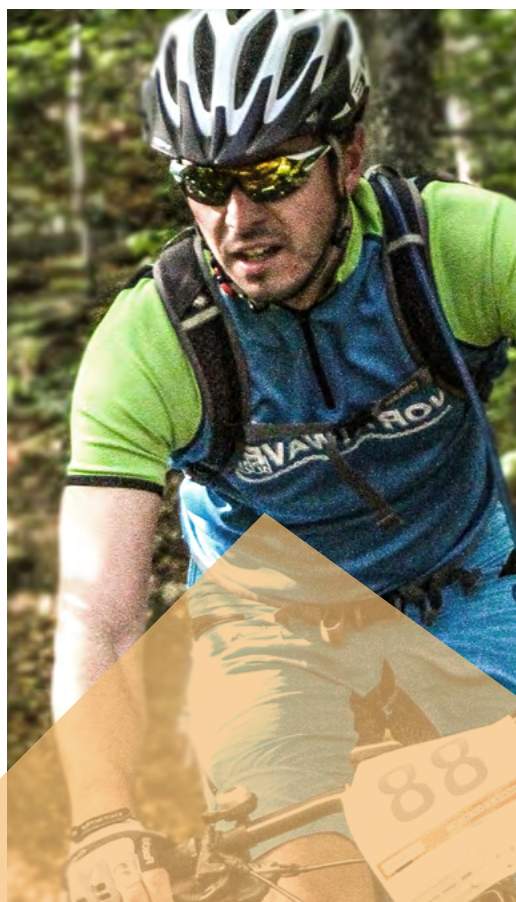


# SPECIFIC RACE PARTNER

***Are you and your employees passionate about one specific sport discipline? Choose one of the three options and enjoy the visibility of your company in this specific race.***

***Our disciplines are: X-Duathlon, Mountain Bike or Trail Run.***

- Acknowledgment in official communication:  
The race « X-D or MTB or Trail Run » has been realized with the support of “Your company name”.
- Clear citation that the race has been implemented with the support of your company.
- Your logo in our publication “participant guide” above the explanations about the race in question, website and podium.
- Your company name in all communication materials related to the Red Rock Challenge project (participant guide, bibs, T-shirt, website, invitation to the prize-giving ceremony ...).
- Your company name in all press and other newsletters.
- Tailor-made guided tours in the region on request.
- 15 free participations for your company.
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.
- Participation requested for one edition: € 5,000



# «TOUR GOURMANDE» PARTNER

***Luxembourg is proud of its diversity and, indeed, much of Luxembourg's plated offerings reflect the country's traditions, including a focus on farming and history. The «Tour Gourmande» is a touristic tour with multiple food supply points where participants can taste delicious regional products at your stand.***

- Text advertisement in our participant guide (e.g. a short description of the company).
- Possibility to **place and advertise your products** in the refreshment points.
- Possibility to place your products in our starter package.
- Your company name in all press and other newsletters.
- Your logo on the website.
- Tailor-made guided tours in the region on request.
- 10 free participations for your company.
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.
- Participation requested for one edition: **€ 2,000**





# AFTERWORK BIKE RIDES PARTNER

***Afterwork Bike Rides are the guided rides that bring hundreds of people together to discover the Red Rock Region by bike on a regular basis. Are you and your team passionate about biking, or do you run a business connected to sport? By choosing this offer, your brand will be associated to these tours, making it highly visible on social media throughout the year.***

- Acknowledgment in official communication: “Afterwork Bike Rides” have been realized with the support of **“Your company name”**. Exclusive Facebook and Instagram posts about the rides events.
- Your logo on the website and podium banner.
- Your company name in all communication materials related to the Red Rock Challenge project (participant guide, bibs, T-shirt, website, invitation to the prize-giving ceremony ...).
- Your company name in all press and other newsletters.
- Tailor-made guided tours in the region on request.
- 15 free participations for your company.
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.
- Participation requested for one edition: **€ 2,000**



# GIFT PARTNER

***Our participants love to get useful things each year at the start of our event. This year gift is sustainable: an innovative biodegradable and high-quality water from Tacx manufacturer.***

- Your **logo printed on 1.000 water bottles**
- Your logo on the website and podium banner.
- Your company name in all communication materials related to the Red Rock Challenge project (participant guide, bibs, T-shirt, website, invitation to the prize-giving ceremony ...).
- Your company name in all press and other newsletters.
- Tailor-made guided tours in the region on request.
- 10 free participations for your company.
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the finish area.
- Participation requested for one edition: **€ 2,000**

The bottle made of biodegradable polyethylene decomposes in the landfill. This material is double flexible. On one hand because it is simply made of high quality polyethylene, so you can dispose of this bottle in the plastics bin to be 100% recycled. On the other hand, because the bottle is biodegradable.



The visualisation is only indicative: the color of the partner logo should be one Grey monochrome.





# PARTICIPANT GUIDE PARTNER

***A cost-efficient opportunity to add a customized advertisement in the participant guide, which will be issued to each participant.  
Simple and effective.***

- Acknowledgment in official communication: The **participant guide publication** has been powered by “Your company name”.
- Include a visual advertisement in our participant guide (the image can include only a short phrase).
- Your company name in all press and other newsletters.
- Your logo on the website.
- Tailor-made guided tours in the region on request.
- 5 free participations for your company.
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.
- Participation requested for one edition: € 2,000



# MATERIAL PARTNER

***Red Rock Challenge is a hub that brings people, partners and municipalities together. Even though we can count on numerous volunteers, the costs of organizing such an event leave us with very little earnings. As a material partner you can support us with your resources without costly financial operations from your part. We welcome support in the form of technical material, bikes, or other goods.***

- Validation and **acknowledgment of your support** during the preparation of the event: The “current good” has been powered by “Your company name” (e.g. photos, videos on website, post on social media).
- Your company name on almost all communication materials related to the Red Rock Challenge project (participant guide, website, invitation to the prize-giving ceremony ...).
- Your company name in all press and other newsletters.
- Free participations for your company or organization (to be defined together).
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.
- Participation requested for one edition: To be defined together depending on the package. In principle, the ownership stays propriety of the supplier, unless it is a gift or consumable.





# LOGISTIC PARTNER

***As a logistic partner you can support us with your skills without costly financial operations from your part. Become an official partner by offering your logistics to Red Rock Challenge. We welcome support in the areas of transport, manpower, IT, event material, sonic material, tents. The perfect win-win deal.***

- Validation and **acknowledgment of your support** during the preparation of the event: The “current resource” has been powered by “Your company name” (e.g. photos, videos on website, post on social media).
- Your company name on almost all communication materials related to the Red Rock Challenge project (participant guide, website, invitation to the prize-giving ceremony ...).
- Your company name in all press and other newsletters.
- Free participations for your company or organization (to be defined together).
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.
- Participation requested for one edition: To be defined together depending on the package. In principle, the ownership stays propriety of the supplier, unless it is a gift or consumable.



# MEDIA PARTNER

***Your organization is an influential media company in the national or international media landscape and you will promote the event on your channels (see examples below). Start to spread the word together with us.***

- Validation and **acknowledgment of your support** during the preparation of the event: “Thanks to Your Organization Name for the media support” (e.g. photos, videos on website, post on social media).
- Your organization name in all press and other newsletters.
- Your organization name on almost all **communication materials** related to the Red Rock Challenge project (participant guide, website, invitation to the prize ceremony ...).
- Free participations for your company or organization (to be defined together).
- Possibility of placing advertising banners in the start and finish area.
- Possibility to set up a stand in the start and finish area.

Participation requested for one edition:

**Check examples below.**

Digital channels: Article on website (based on our press package). Post on social media pages.

Printed channels: Article in your newspaper/magazine, advertising in your newspaper (during the weeks before the event).





# HORECA PARTNER

***Join our network of regional Hotels, Restaurants and Catering.  
We will direct our participants to these establishments via our website.  
Red Rock Challenge will offer a predefined percentage discount to our  
participants upon presentation of a coupon that proves that they are  
a participant in the Red Rock Challenge event.***

- Your address and contact information on our special **webpage and coupon** with all information on how to get a coupon.
- Your name on almost all communication materials related to the Red Rock Challenge project (participant guide, website, invitation to the prize-giving ceremony ...).
- Your company logo on the webpage.
- Your company name in all press and other newsletters.
- Participation requested for one edition: € 250



# DONOR

Every year, Red Rock Challenge receives donations from private organizations or individuals.

Get **your name in a special place** on **our website** by sponsoring our engagement for the local territory, sport and solidarity.

Participation requested: **min. € 100**



# RED ROCK SUPPORTER



Joining our Club is a way for you to support us in making the Red Rock Challenge event that you enjoy. Whenever you have experienced many editions or you are just about to discover it now, you will obtain a **membership plaque** as a reward.

Participation requested: **min. € 25**

# PARTNER « SUR MESURE »

Red Rock Challenge is open to negotiating the financial contribution of certain packages if your organization wishes to combine certain options. The packages can be reviewed together in order to fit the partner's wishes.

Participation requested: **To be defined together**





# CONTACT

***We are looking for motivated partners to continue improving the event.***

***We want to grow – we are ready for it and would love to embrace this challenge together with you.***

**Want to be a part of it?**

Red Rock Challenge Partnerships  
mail: [partnership@rr-challenge.lu](mailto:partnership@rr-challenge.lu)  
tel: +352 621 352 80

**JOIN TODAY!**



Red Rock Challenge asbl  
4, rue du Cimetière  
L-3913 Mondercange

[www.redrockchallenge.lu](http://www.redrockchallenge.lu)

LU 69 1111 7007 7951 0000 - Post  
RCSL: F8736