



SYLVA

AAMU
Suomen Lasten Syöpäsäätiö

TEAM
RYNK



CYCLING FOR A GOOD CAUSE FOR MORE THAN 20 YEARS

Team Rynkeby is an annual European charity cycling project that cycles to Paris to raise money for children with critical illnesses

The project began back in 2002, when 11 amateur cyclists working at Rynkeby Foods decided to cycle to Paris, both to enjoy the exercise and to watch the final stage of Tour de France on the Champs-Élysées.

The participants raised money for the journey in the form of sponsorships, and they proved so good at it that there were funds left over when they got home. They donated the money to the pediatric cancer unit at Odense University Hospital, and a tradition was born.

In subsequent years, more and more people were interested in participating and this led to the fundraising initiative for Børnecancerfonden (The Danish Childhood Cancer Foundation). In 2009, Denmark's then Prime Minister, Lars Løkke Rasmussen, donned the yellow cycling jersey and rode with Team Rynkeby to Paris. This attracted a great deal of media attention and resulted in Team Ryn-

keby's international breakthrough. Teams began to pop up in all the Nordic countries and in 2019, when the Rynkeby Group changed ownership to Eckes-Granini Group, the first Central European team arrived in Germany. Teams in Switzerland and Belgium have subsequently followed suit.

In 2022, there will be more than 2,650 riders and 550 volunteers from 9 different countries on 65 different teams.

All participants are involved in obtaining sponsorships for the trip, and over the years the Foundation has raised more than 65 million euros for children with critical illnesses in nine countries.



STRENGTH THROUGH RESEARCH

The Team Rynkeby Foundation has been raising money for children with critical illnesses since 2002. In 2020, the Finnish Team Rynkeby - God Morgon donated an impressive 889 733 euros to Aamu Suomen Lasten Syöpäsäätiö sr and Sylva ry. Most of the money is spent on research into childhood cancer which in the long term can improve treatment for children with cancer. The increasing number of Finnish cyclists and volunteers who each year involve their families, local areas, and networks has provided the independent foundation with the necessary strength to bolster important childhood cancer research.

Today, six out of seven children survive a cancer diagnosis, but new treatment break-

throughs require increasingly complex and long-term research. This also applies to the late effects experienced by half of all childhood cancer survivors. The large annual donations from Team Rynkeby - God Morgon are therefore extremely important in giving Aamu Säätiö the opportunity to initiate completely new research areas and follow this research through.

Team Rynkeby - God Morgon cyclists also play an integral role in spreading awareness of Aamu Säätiö and Sylva throughout Finland, and this increased awareness serves to support the foundation's mission: "No children in the future will die of cancer".

"It is extremely gratifying that the survival rate for children with critical illnesses continues to rise. It tells me that our support continues to make a difference for the children, but the work for critically ill children is by no means finished. We are very happy that with Eckes-Gräni behind us, we can donate the funds raised from our trip to Paris."

- JØRN H.K. JEPSEN, CEO OF TEAM RYNKEBY FOUNDATION



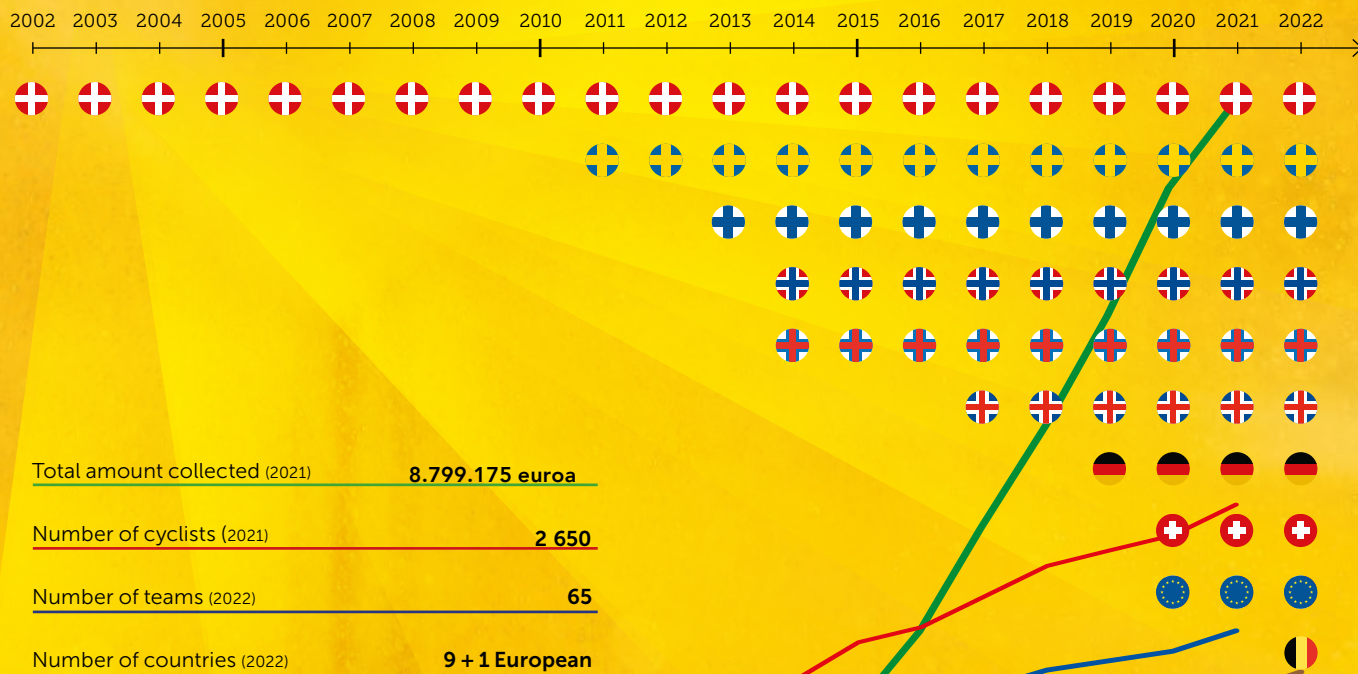
HOW IS THE MONEY USED?

Together with Team Rynkeby God Morgon, your company has the opportunity to participate, take responsibility and become a source of strength in the fight against childhood cancer.

Since the first Team Rynkeby cyclists mounted their bikes and rolled towards Paris, Team Rynkeby has succeeded in raising more than 65 million euros for children with critical illnesses across Europe. The money is donated to the local partner organisations in the individual countries, where it is primarily earmarked for research.

In Finland, all sponsorship revenues go to Aamu Säätiö and Sylva, which over the years has received more than 4,2 million euros from Team Rynkeby.

All participants cover their own expenses, while the main project costs are covered by Eckes-Granini, through their brands Rynkeby, God Morgon, hohes C, Granini and in collaboration with the national organisations that receive the donations. This is your assurance that your donation will help to make a genuine difference where it is most needed.



USE YOUR SPONSORSHIP

As a Team Rynkeby - God Morgon sponsor, you do more than just donate money to a good cause. You also help to put healthy lifestyles and children with critical illnesses on the agenda throughout Europe.

Team Rynkeby - God Morgon has, without comparison, the highest media exposure of any charity project in Europe. Every year, the project helps inspire thousands of people to do some good for them-selves while doing good for others.

A special combination of international impact and local roots allows Team Rynkeby - God Morgon to offer unique sponsorship opportunities.

Your support creates respect and recognition among your customers and suppliers, and pride among your employees. And this can make it easier for the company to recruit the right employees.

A Team Rynkeby - God Morgon sponsorship can be used in your company's communication and PR in a multitude of ways.





BANNERS

One simple and easy way to make your sponsorship visible is by using Team Rynkeby - God Morgon's support banner in e-mail signatures, in the footer on your website or wherever else you think it could be useful.



GRAPHIC ELEMENTS

If you want to make use of your own graphic designer, we have created a large download section on our website where you can download logos, graphic elements and more.



PRESS PHOTOS

We have assembled a sizeable gallery of beautiful images, all of which can be used for free.



FACEBOOK, INSTAGRAM AND LINKEDIN

You may want to bring visibility to your sponsorship on social media, such as Facebook and Instagram or LinkedIn, depending on the target audience. CSR stories are highly suited to these media.

Read more about the possibilities and find inspiration on <https://team-rynkeby.fi>



PLATINUM SPONSOR

Main sponsorship with national and international opportunities



- Main sponsorship with the possibility of logos across national borders
- 6 logo placements on the cycling clothing
 - for example, 1 placement on 6 different teams, or 1 placement on 4 different teams and 2 placements on 1 fifth team, etc.
- 6 logo placements on support car (distribution as on the bicycle clothing)
 - it is the sponsor's responsibility to provide the correct material
- Sponsorship diploma
- Platinum sponsor banner for use on own website
- Logo on the front page of the Team Rynkeby - **God Morgon** website
- Sponsor presentation on the Team Rynkeby - **God Morgon** website
 - such as with special content, an offer or a link to your own website
- Access to professional advice, as well as potential sponsorship video
- 1 customised Team Rynkeby - **God Morgon** cycling jersey with the logos of all platinum sponsors

Price: **From 12 500 € excl. VAT.**





Example:

2 placements, added together for 1 large placement on 1 team and 1 single placement on 4 teams.

A total of 6 placements.

GOLD SPONSOR

Strong local presence and
unique opportunities



- 1 logo placement on the cycling clothing
- 1 logo placement on support car (distribution as on the bicycle clothing)
 - it is the sponsor's responsibility to provide the correct material
- Logo on the Team Rynkeby - God Morgon website
- Sponsorship diploma
- Gold sponsor banner for use on own website

Price: **From 2 500 € excl. VAT.**





Example:
1 placement on 1 team

SILVER SPONSOR

Support car visibility



- 1 logo placement on support car (distribution as on the bicycle clothing)
 - it is the sponsor's responsibility to provide the correct material
- Logo on the Team Rynkeby - **God Morgon** website
- Silver sponsor banner for use on own website

Price: **From 1 500 € excl. VAT.**

BRONZE SPONSOR

Online marketing



- Logo on the Team Rynkeby - God Morgon website
- Bronze sponsor banner for use on own website

Price: **From 500 € excl. VAT.**

TEAM SPONSOR

Support an individual team



Support an individual team with goods/services or with a financial contribution. Help to keep participants' expenses down with the option of promoting products or brands.

- *Logo on the Team Rynkeby - God Morgon website*
- *Team sponsor banner for use on own website*
- *A unique opportunity to promote relevant products for cycling enthusiasts*

Price: **Goods/services or financial contribution.**



GET YOUR VERY OWN COMPANY JERSEY!

As a Platinum or Gold Sponsor you have the opportunity to purchase Team Rynkeby - God Morgon jerseys featuring only your own logo.

You get a golden opportunity to create additional activation for your sponsorship by purchasing one or more company jersey packages. Use the jerseys as prizes in social media competitions, as employee gifts or as a beautiful memory suitable for framing.

The jerseys are available in packs of five in sizes M-XL or with your choice of sizes with a min. order of 10 jerseys.



You can also contact Konggaard ApS and have your very own designed jersey made for your company.

Find more info here:
<https://www.xtreme.dk>



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This year's Team Rynkeby - God Morgon jersey with your own logo on the front and back.

Sizes: 2 x M, 2 x L, 1 x XL
EUR 240,- excl. VAT

MINIMUM

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This year's Team Rynkeby - God Morgon jersey with your own logo on the front and back.

Your choice of sizes. Price per unit
EUR 48,-excl. VAT



SUPPORT THE WORK OF TEAM RYNKEBY FOUNDATION

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