24 LIMBURG FLANDERS

2024 UEC ROAD EUROPEAN CHAMPIONSHIPS

UEC UNION EUROPEENNE DE CYCLISME

HEUSDEN-ZOLDER > HASSELT | 11-15 SEPTEMBER 2024

VIP & HOSPITALITY

Flanders State of the Art

#LIMBURG2024

WWW.LIMBURG2024.BE

2024 UEC Road European Championships Limburg, Flanders

In September 2024, all cycling eyes will be on Limburg as the best of Europe's cycling elite descend on the easternmost province of Flanders. From Wednesday 11 until Sunday 15 September, the riders will compete for as many as 14 European titles.

With the start at the brand new indoor velodrome in Heusden-Zolder and the finish in the centre of the Limburg provincial capital Hasselt, the European cycling championships puts Limburg in the spotlight for five days.

This will be a unique event, not only for Limburg and Flanders, the birthplace of cycling. Also, because the European Championships represent an unmissable opportunity for companies and entrepreneurs. During the championships, you can choose from numerous VIP packages and invite your business associates, employees or clients to a top-notch sports setting.

It is our pleasure to introduce you to our varied hospitality programme in this brochure. Expect a combination of high-quality service, a pleasant networking atmosphere and a refined catering offer. The different packages offer you and your guests the chance to experience the European Championships from the front row.

We look forward to welcoming you to Limburg between 11 and 15 September 2024.

EUROPEAN CHAMPIONS

The European road championships for professionals took place for the first time in 2016. For the race of the Men Elite, Peter Sagan was the first to add his name to the honours board. In the years that followed, the Slovakian was joined by Alexander Kristoff, Matteo Trentin, Elia Viviani, Giacomo Nizzolo, Sonny Colbrelli, Fabio Jakobsen and Christophe Laporte.

The first European time trial champion was Spaniard Jonathan Castroviejo. He won the first fight against the clock. In the next two years, Victor Campenaerts proved to be the strongest time trialist. To date, the Belgian shares the title of record holder with the Swiss Stefan Küng. Other winners of the title European time trial champion are Remco Evenepoel, Stefan Bissegger and Joshua Tarling.

Among the Women Elite, Anna van der Breggen was the first to be crowned European champion on the road. As with the men, no woman has yet managed to win the title more than once. In addition to Van der Breggen, six other Dutch women feature on the honours board: Marianne Vos, Amy Pieters, Annemiek van Vleuten, Ellen van Dijk, Lorena Wiebes and Mischa Bredewold. To date, Italy's Marta Bastianelli is the only non-Dutch winner.

After eight editions of the European women's time trial championships, only three names appear on the honours board. Ellen van Dijk was the first to don the European jersey. The Dutch rider only relinquished it to her compatriot Anna van der Breggen four years later. From 2021 to 2023, Marlen Reusser was the fastest each time. The Swiss rider will have the chance to become co-record holder in Limburg.

THE EUROPEAN CHAMPIONSHIP IN LIMBURG

Limburg will be the venue for the UEC Road European Championships from Wednesday 11 until Sunday 15 September 2024. For five days, Flanders' easternmost province will be the battleground for as many as 14 different championships. In both the men's and women's events, the participants are divided into three categories: elite, U23 and juniors. Three disciplines are featured: road cycling, individual time trial and mixed team time trial.

On Wednesday, September 11, we start with the individual time trials in all categories. A day later, the junior and elite mixed team time trials take place. The U23 Men's and U23 Women's road races are on the programme for Friday, September 13. On Saturday, the road races for the Men Juniors and Women Elite are scheduled. The Championships conclude on Sunday 15 September with the road races for the Women Juniors and Men Elite.

Race programme EC Limburg 2024:

INDIVIDUAL TIME TRIALS	WEDNESDAY 11/09/2024	Women Juniors Men Juniors Women U23 Men U23 Women Elite Men Elite
MIXED TEAM TIME TRIALS	THURSDAY 12/09/2024	Juniors Elite
ROAD RACES	FRIDAY 13/09/2024	Women U23 Men U23
	SATURDAY 14/09/2024	Men Juniors Women Elite
	SUNDAY 15/09/2024	Women Juniors Men Elite

THE COURSE

THE START AND FINISH

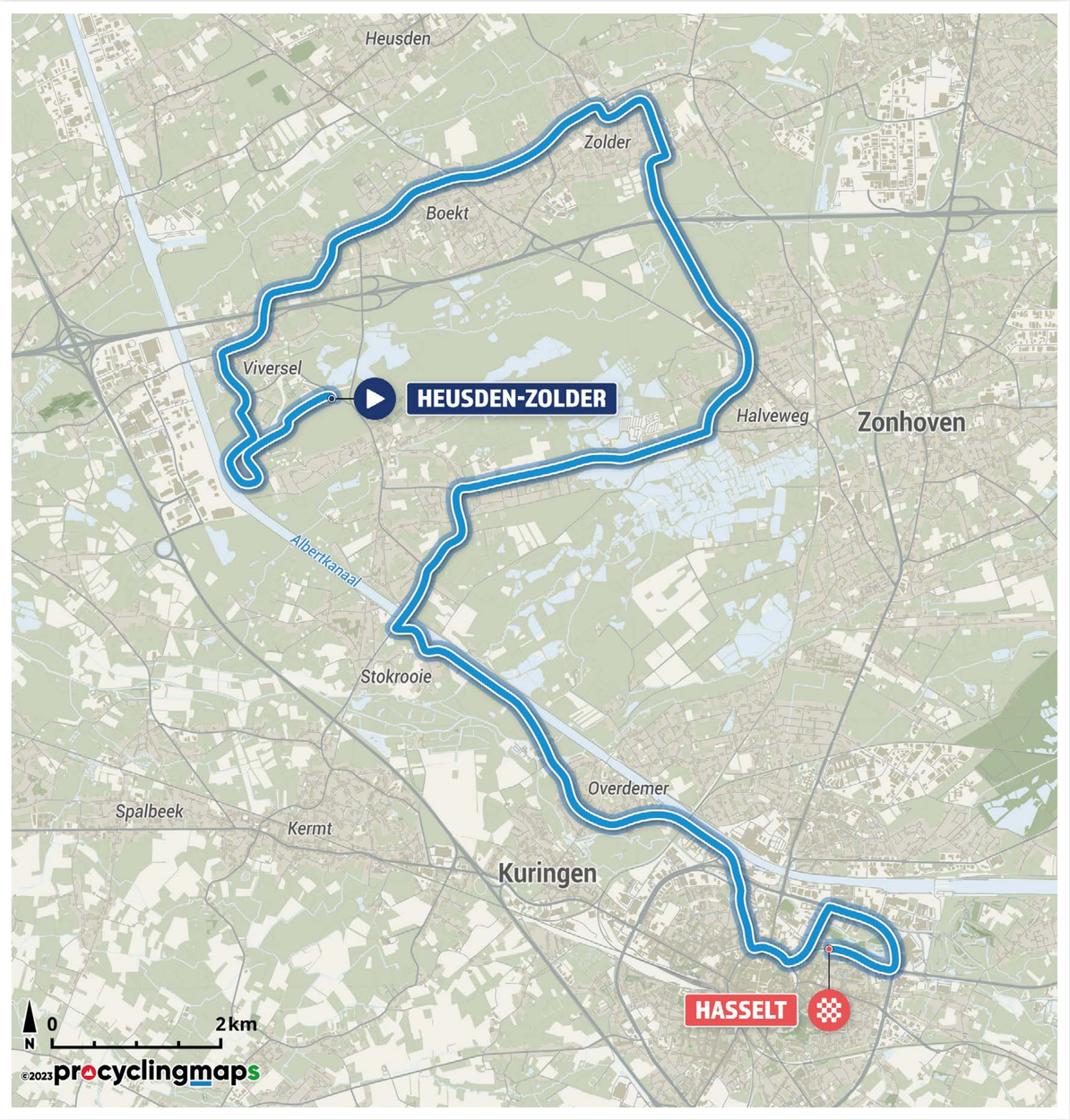
All races will be contested between Heusden-Zolder and Hasselt. The individual time trials, mixed team time trials and the road races all start at the Heusden-Zolder velodrome. The starting shot will be given in the shadow of this brand new indoor velodrome, next to the BMX course which has already hosted European and world championships in the past. The Limburg provincial capital, Hasselt, serves as the finish for all the races. The finishing line will be situated on Koning Boudewijnlaan, near to Kolonel Dusartplein, in the centre of the ‘Capital of Taste’.

THE COURSE

THE TIME TRIALS

For their individual time trial,all categories, except the women juniors, tackle the same course. The riders face a journey of 31.3 km, the first metres of which are on the Circuit of Zolder. After that, the course takes the riders via the centre of Heusden-Zolder, the De Wijers nature reserve and the Albert Canal towards the finish in Hasselt.

In the mixed team time trial, the men start again at the Heusden-Zolder velodrome, this time for a ride of 28.4 km. The course is largely the same as that of the individual time trials. Once in Hasselt, the women take over the proverbial baton on the Kolonel Dusartplein. They then ride two loops of the Hasselt Circuit that is also part of the road races. After 24 km, the women finish their race on Koning Boudewijnlaan at the same spot where the individual time trials finish.

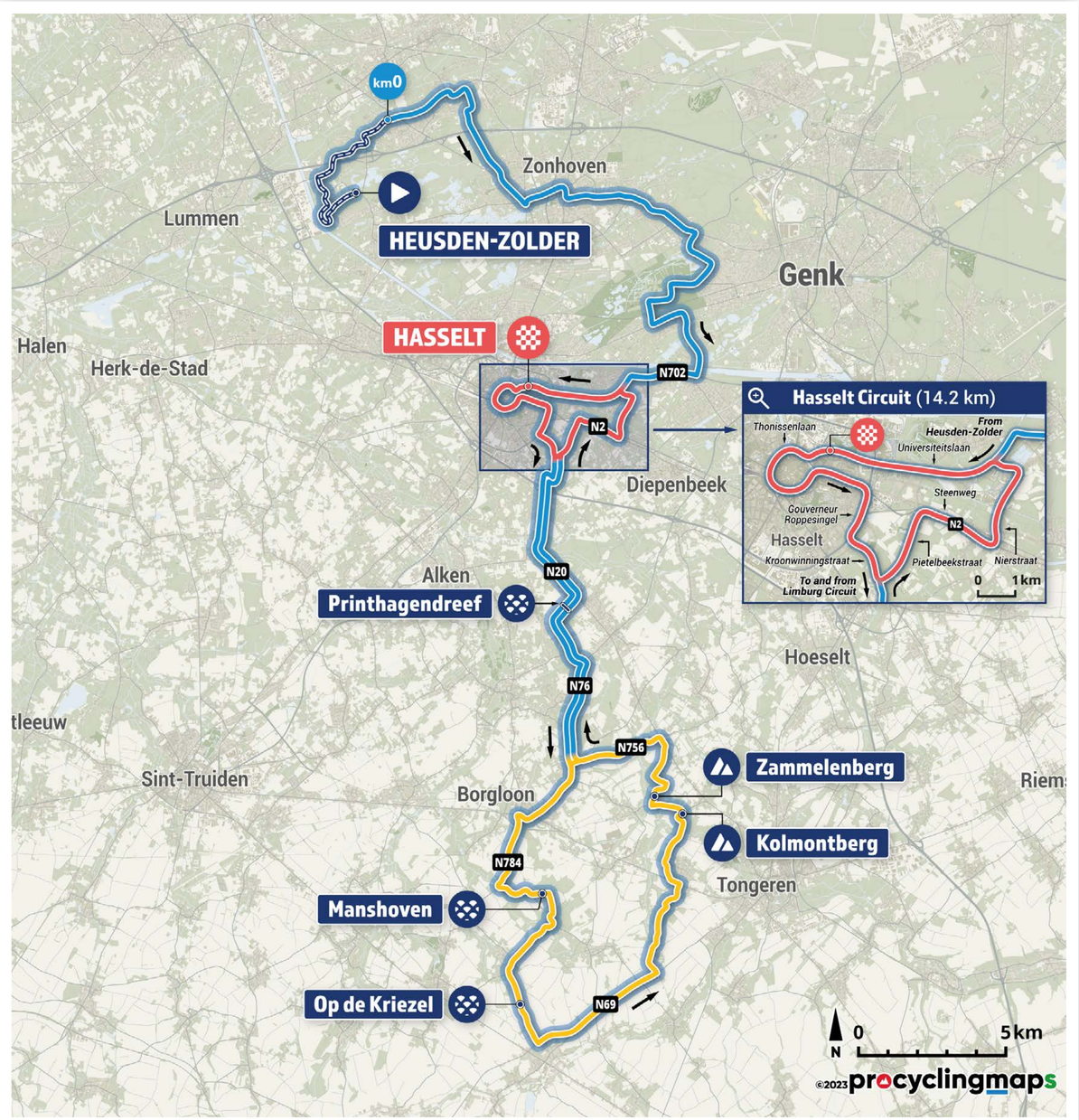


THE COURSE

THE ROAD RACES

The road races also start in Heusden-Zolder. After the start in Heusden-Zolder, the peloton winds its way through places such as Zonhoven as it heads towards Hasselt and the city circuit for the first time. The course for the road races is made up of the Hasselt city loop, on the one hand, and the Limburg loop on the other. The Hasselt loop is a flat circuit through the provincial capital and adjacent Diepenbeek.

Between the Hasselt loop and the Limburg loop, there is a connecting strip which includes the cobblestones of the Printhagendreef in Kortessem. In the Borgloon region, the peloton enters the Limburg loop, with the Manshoven and Op de Kriezel cobblestone stretches and the Kolmontberg and Zammelenberg climbs. From there, the course takes the riders back to Hasselt via the connecting strip. The number of times a category completes the Limburg or Hasselt loop depends on the total distance to be covered. The Women Elite face a course of 162.1 km. At the finishing line on Koning Boudewijnlaan in Hasselt, the Men Elite will have covered 222.9 km.



OVERVIEW VIP PACKAGES

VIP BRUNCH

As a VIP, experience the excitement at the start of the European Championships

VIP CLUB

Experience the European Championships in the atmospheric VIP Club at the finish and show your support in the heart of the race

VIP LOUNGE

Receive your guests in a private zone at the finish

VIP LUNCH

A gastronomic experience in an atmospheric setting at the finish

EUROPEAN CHAMPIONSHIP CAFÉ

Experience the championships in the European championship Café at the finish

TAILOR MADE

A tailor-made package for you and your guests

VIP CLUB

Finish

WED 11 SEPT: **€ 165**

SAT 14 SEPT: **€ 165**

SUN 15 SEPT: **€ 225**

Prices p.p. excl. VAT

LOCATION

Hasselt, at the finish

TIMING

WED 11, SAT 14 & SUN 15 SEPT: 1 p.m. - 7 p.m.

FOOD & DRINKS

- Open bar throughout
- Street food dishes

VIP ZONE

- Access to the atmospheric VIP Club at the finish
- Welcome by our hostesses
- Exclusive VIP zone overlooking :
  - Wednesday: the finish of the individual time trials U23 Men, Women Elite and Men Elite
  - Saturday: 4 x live passage (incl. finish) of the road race of the Women Elite
  - Sunday: 6 x live passage (incl. finish) of the road race of the Men Elite
- Live TV broadcast of elite races on big screen

PARKING

- 1 VIP parking spot per 2 persons
- Shuttle service

You will receive a detailed timetable together with your admission ticket

LIMBURG
VIP & HOSPITALITY
LIMBURG
VIP & HOSPITALITY
ALE
ethias
ethias
lotto
lotto
STG
STG
Randers
Randers
vittoria
vittoria
immOweb
immOweb
ALE
ALE
STG
STG
Randers
ethias
lotto
ALE
ALE

VIP LOUNGE

Finish

Available for groups from 50 people

WED 11 SEPT: **€ 180**

SAT 14 SEPT: **€ 180**

SUN 15 SEPT: **€ 245**

Prices p.p. excl. VAT

LOCATION

Hasselt, at the finish

TIMING

WED 11, SAT 14 & SUN 15 SEPT: 1 p.m. - 7 p.m.

FOOD & DRINKS

- Open bar throughout
- Street food dishes

VIP ZONE

- Your own private zone at the finish, available for groups of 50 people or more
- Option to place your own POS materials
- Welcome by our hostesses
- Exclusive VIP zone overlooking :
  - Wednesday: the finish of the individual time trials U23 Men, Women Elite and Men Elite
  - Saturday: 4 x live passage (incl. finish) of the road race of the Women Elite
  - Sunday: 6 x live passage (incl. finish) of the road race of the Men Elite
- Live TV broadcast of elite races on big screen

PARKING

- 1 VIP parking spot per 2 persons
- Shuttle service

You will receive a detailed timetable together with your admission ticket

SPORT
DE RONDE
MENU
Chaudfontaine

VIP LUNCH

Finish

WED 11 SEPT: **€ 2.500**

SAT 14 SEPT: **€ 2.650**

SUN 15 SEPT: **€ 3.450**

Prices per 10 persons excl. VAT

LOCATION

Hasselt, at the finish

TIMING

WED 11, SAT 14 & SUN 15 SEPT: 10.45 a.m. - 7 p.m.

FOOD & DRINKS

- Welcome with bubbles, fruit juices and snacks
- Three-course menu served at the table
- Open bar throughout

VIP ZONE

- Access to the atmospheric VIP lunch zone at the finish
- Welcome by our hostesses
- VIP table per 10 persons
- Exclusive VIP zone overlooking :
  - Wednesday: the arrivals of the individual time trials Men Juniors, U23 Women, U23 Men, Women Elite and Men Elite
  - Saturday: 2 x live passage (incl. finish) of the road race of the Junior Men and 4 x live passage (incl. finish) of the road race of the Women Elite
  - Sunday: finish of the road race of the Women Juniors and 6 x live passage (including finish) of the road race of the Men Elite
- Live TV broadcast of elite races on big screen

PARKING

- 1 VIP parking spot per 2 persons
- Shuttle service

You will receive a detailed timetable together with your admission ticket

EK CAFÉ

Finish

THU 12 SEPT: **€ 80**

FRI 13 SEPT: **€ 80**

Prices p.p. excl. VAT

LOCATION

Hasselt, at the finish

TIMING

THU 12 & FRI 13 SEPT: 2 p.m. - 7 p.m.

FOOD & DRINKS

- Open bar throughout
- Small snacks

VIP ZONE

- Access to the atmospheric European championship Café at the finish
- Welcome by our hostesses
- Exclusive VIP zone overlooking :
  - Thursday: 2 x live passage (incl. finish) of the mixed team time trials Elite (women)
  - Friday: 4 x live passage (incl. finish) of the U23 Men's road race
- Live TV broadcast of elite races on big screen

PARKING

- 1 VIP parking spot per 2 persons
- Shuttle service

You will receive a detailed timetable together with your admission ticket

VIP BRUNCH

Start, Heusden-Zolder

More information about this package will follow later.

TAILOR MADE
FOR COMPANIES OR GROUPS

We are happy to put together a tailor-made package for you and your guests.

Experience the European Cycling Championships from an exclusive location reserved for you within the finish zone and in a personalised setting.

Contact us for more info about the possibilities via
www.limburg2024.be/en/hospitality

OUR PARTNERS

Flanders State of the Art

UEC UNION EUROPEENNE DE CYCLISME

ethias

lotto

ALE

vittoria

STG

immoweb

HET BELANG VAN LIMBURG

provincie Limburg i.s.m. limburg.be

HASSELT HEEFT HET.

heusden zolder

BELGIAN CYCLING

CYCLING VLAANDEREN

24 LIMBURG FLANDERS

2024 UEC ROAD EUROPEAN CHAMPIONSHIPS

CONTACT INFO

hospitality@limburg2024.be

TICKETS

www.limburg2024.be/en/hospitality

General terms and conditions of sale at www.limburg2024.be