



# Corporate Experience



The bike race

through Brussels

## Why choose the Corporate Experience?

The **BXL TOUR** organisation offers several packages to make your participation in this **day** even more **memorable**.

The offers in this brochure have been **tailor-made** for **companies**:

- The **registration process** is taken care of by us
- Distribution of **numbered plates** on the day (no need to come pick them up!)
- A **personalised welcome** on the day of the event
- A **private area** with breakfast on departure and lunch on arrival
- On-site **visibility**



## The BXL TOUR

Created in 2017 to support Brussels' bid to host the Grand Départ of the Tour de France, the BXL TOUR has become an **unmissable cycling competition** for thousands of people.

This **40 km** (or 32 km for the RIDE category) race through the streets of the capital underlines the City of Brussels' determination to promote cycling and encourage

people to (re)discover our magnificent city from a new angle.

The BXL TOUR offers **four categories**. Each category has its own rules and specificities. Helmets are compulsory for all participants.

	MASTER	CYCLO	RIDE	PARACYCLING
<b>Distance</b>	40 km	40 km	32 km	40 km
<b>Minimum average speed</b>	40 km/h	20 km/h	16 km/h	25 km/h
<b>Minimum age</b>	19 years old	12 years old	12 years old	
<b>Awards</b>	Based on the photo finish	Based on time	No award	Based on time & UCI factor
<b>Others</b>	Membership of a recognised cycling federation is obligatory	The CYCLO category is divided into 4 sub-categories* according to average speed.  The organisers advise participants to undergo a medical examination before the race.	Electrically assisted bicycles are accepted.	To set up a group start, please select only the «Handisport» category at the beginning of the registration.  This option requires a UCI licence. Please contact the organisation by e-mail at <a href="mailto:info@handisport.be">info@handisport.be</a> .

### \*CYCLO category subdivision:

- 09:10: CYCLO start +35km/h
- 09:20: CYCLO start 30-35 km/h
- 09:30: CYCLO start 25-30 km/h
- 09:40: CYCLO start 20-25 km/h

Detailed information  
(route, rules,  
articles etc.)  
can be found at  
[www.bxltour.be](http://www.bxltour.be)

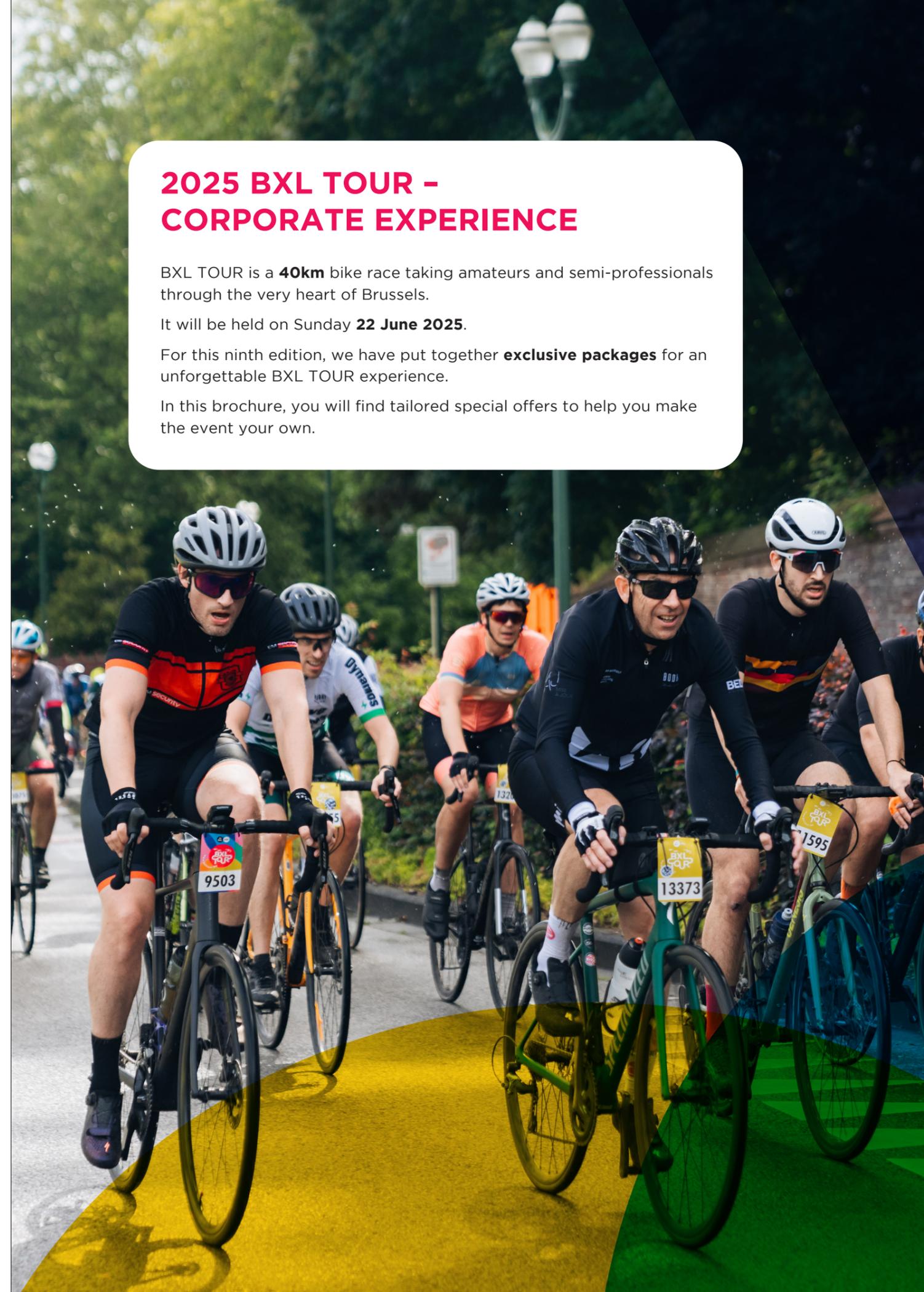
## 2025 BXL TOUR – CORPORATE EXPERIENCE

BXL TOUR is a **40km** bike race taking amateurs and semi-professionals through the very heart of Brussels.

It will be held on Sunday **22 June 2025**.

For this ninth edition, we have put together **exclusive packages** for an unforgettable BXL TOUR experience.

In this brochure, you will find tailored special offers to help you make the event your own.



# A BESPOKE EXPERIENCE IN THE HEART OF BXL TOUR

## DEDICATED SPACE FOR YOUR COMPANY in the start village and/or finish area

- An ideal location to bring your team together and maximize your visibility
-  Option to display your marketing materials: beach flags, roll-up banners, posters...  
(subject to the organizer's approval)

## CUSTOMIZED SERVICES FOR YOUR TEAM

- Start village: Welcome breakfast (Royal Park)
  -  Pastries
  -  Fresh fruit and yogurt
  -  Hot drinks (tea/coffee)
- Finish area: Lunch (Atomium)
  -  Food and drink (soft drinks or beers) from one of our trucks to collect from the bar in the finish area.

## A TURNKEY ORGANIZATION

-  Race entries fully managed
-  Welcome by our dedicated team and race plates distributed onsite, with no need to go to the collection points
- Upon request:
  - Specific furnishings for a comfortable and practical space
  - Power supply



  
**MERCHANDISING**  
Pick up the official  
BXL TOUR jersey  
and ride high  
in event colours!  


**Share your needs and we will do everything possible to personalize your experience.**

For more information, contact our team:

[corporate@bmeo.be](mailto:corporate@bmeo.be)

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**Want to partner or sponsor BXL TOUR or one of our other events?**

Please contact Sébastien Beghin:

[s.beghin@bmeo.be](mailto:s.beghin@bmeo.be)



# ORDER FORM DATED .....

subject to confirmation

Company name and legal form: .....

VAT number: .....

Registered office / billing address

Address line 1: ..... Number: .....

Postcode: ..... Town/city: .....

Contact person

Full name: .....

Phone / mobile: .....

Email: .....

## REGISTRATION

Number of entrants: x €15 =

BXL TOUR jerseys: x €33 =

Sizes: XS S M L XL XXL XXXL

## START VILLAGE: Parc Royal (7:30–9:45)

Meet & greet + Distribution of the race plates x €100 =

9 sq. m popup gazebo (while spaces last) x €200 =

Breakfast (pp) x €25 =

OPTIONS: Bar table x €30 =

Beer table (250 x 80 cm) + benches x €30 =

## FINISH AREA: Atomium (9:45–17:30)

25 sq. m marquee with flooring (while spaces last) x €800 =

Lunch: two drinks + one meal from our food trucks (pp) x €20 =

Additional drink (pp) x €4 =

OPTIONS: Bar table x €30 =

Beer table (250 x 80 cm) + benches x €30 =

16A – 220 V powerline x €150 =

## TOTAL =

All prices exclude 21% VAT

**Client's signature of approval\*:**

\*TO THE TERMS DETAILED OVERLEAF

**Signature of Brussels Major Events asbl:**

CONFIRMING THE AGREEMENT

Please consider the environment before printing.

PLEASE EMAIL THE COMPLETED ORDER FORM TO [corporate@bmeo.be](mailto:corporate@bmeo.be)

**Thank you.**

Brussels Major Events asbl vzw

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[brusselsmajorevents.be](http://brusselsmajorevents.be)



## Terms of Sale

1. These General Terms and Conditions for the Sale of Goods and/or Services apply, without limitation or qualification, to all the goods and/or services provided for 'Corporate' sale by Brussels Major Events asbl as part of BXL TOUR.
2. The use of this order form by an individual or company constitutes full and entire acceptance of the Terms of Sale. They prevail over any other version and over the Client's own general or similar terms.
3. Any individual who signs the order form when s/he does not have the power to represent the Client company will be personally bound.
4. If the ordered goods and/or services are not available in full, the Client will be informed in two working days of the order form being received and will be asked to change or cancel the order.
5. The agreement is final when the order is accepted by Brussels Major Events asbl following any changes made in application of point 4.
6. Prices are given in euros and exclude VAT, except where otherwise stated.
7. The Client may increase or decrease, up to a maximum of 15% more or less, the number of entrants and the number of any breakfasts and/or lunches to be provided for them up to fourteen days before the race date. The prices will be adjusted accordingly.
8. The Client is informed that BXL TOUR entrants via this order form are subject to the same race regulations as other entrants (see: <https://www.bxltour.be/reglement>).
9. The Client may cancel all or part of an order in writing via the email address [corporate@bmeo.be](mailto:corporate@bmeo.be) alone and the cancellation is only effective when Brussels Major Events asbl confirms receipt of that email.  
If the cancellation is made less than two months before the date of BXL TOUR, the Client agrees to pay a flat fee equivalent to 30% of the price of the cancelled goods and/or services. This fee rises to 50% if the cancellation is made less than thirty days before the event. The full price remains due in the event of cancellation less than seven days before the event or if the entrants registered by the Client do not attend.
10. The price owed for ordered goods and/or services and/or the flat fee outlined in point 8 will be itemized in an invoice sent by Brussels Major Events asbl to the Client's contact details. The balance must be paid to the bank account detailed on the invoice within the stated timeframe.
11. If BXL TOUR has to be cancelled or the start village and/or finish area infrastructures withdrawn or modified for reasons outside BME's control (weather conditions, terrorism or threat of terrorism, measures responding to a pandemic...) or following an administrative or legal order, it cannot be held responsible and no compensation can be claimed on those grounds. The same applies if the event is curtailed or temporarily suspended for such reasons.
12. The Client may not transfer this agreement to a third party.
13. To be valid, any Client complaint and/or claim relating to execution of the order shall be made solely by email to the address [corporate@bmeo.be](mailto:corporate@bmeo.be) no later than five working days after BXL TOUR is held.
14. This agreement is subject to Belgian law.  
In the event of a dispute over this agreement's validity, implementation or interpretation, the parties will first seek an amicable solution. Failing an amicable solution, the French-speaking courts of Brussels shall have exclusive jurisdiction over the dispute. In any case, the liability of Brussels Major Events asbl is limited to reimbursement of the purchase price.
15. Personal data is processed pursuant to the General Data Protection Regulation (GDPR), all applicable privacy and personal data protection regulations and the BME data protection policy consultable via the link <https://www.brusselsmajorevents.be/protection-donnees-personnelles-brussels-major-events/>.
16. If, for any reason, a provision of any of these terms is declared invalid, all other terms will remain valid. The invalid provision will be replaced by the closest possible term.

Please consider

**Thank you.**