

21 JUNI, 2025

Parc Central Kirchberg

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BECOME A SPONSOR!

# JOURNEE DE LA SOLIDARITE

BY BRIGHT ASBL

JOIN US FOR THE VERY FIRST EDITION OF THE JOURNÉE DE LA SOLIDARITÉ  
JUL 17 SATURDAY, JUNE 21ST, 2025

📍 PARC CENTRAL, KIRCHBERG – LUXEMBOURG CITY

🌍 A DAY DEDICATED TO SOLIDARITY, INCLUSION & COMMUNITY IMPACT

## WHY SPONSOR THIS EVENT?

THE JOURNÉE DE LA SOLIDARITÉ IS A UNIQUE, LARGE-SCALE EVENT BRINGING TOGETHER:

- OVER 25 NGOS FROM ACROSS LUXEMBOURG
- 500 TO 1,000 RUNNERS FOR OUR TANDEM RUN CHARITY RACE
- SCHOOLS, UNIVERSITIES, GOVERNMENT AGENCIES & PRIVATE COMPANIES
- A PUBLIC AUDIENCE OF 2,000+ VISITORS

OUR GOAL? TO SHINE A LIGHT ON IMPACTFUL SOCIAL INITIATIVES, PROMOTE CITIZEN ENGAGEMENT, AND RAISE FUNDS DIRECTLY FOR PARTICIPATING CHARITIES.

## A DAY FULL OF MEANINGFUL ACTION

- ✓ INTERACTIVE NGO VILLAGE
- ✓ FUN & IMPACTFUL ACTIVITIES (ESCAPE GAMES, WORKSHOPS, RACES)
- ✓ THE TANDEM RUN – A 4-HOUR TEAM-BASED CHARITY RACE
- ✓ AWARD CEREMONY AND CHARITY CONCERT FEATURING LOCAL ARTISTS
- ✓ LIVE COVERAGE AND SOCIAL MEDIA BUZZ
- ✓ NATIONAL ATHLETE AMBASSADORS (INCL. **LEANDRO BARREIRO**, **PATRICIA VAN DER WEKEN**, AND MORE)

## UNMATCHED VISIBILITY

- DIRECT SOCIAL MEDIA REACH (VIA NGOS' FACEBOOK & INSTAGRAM): 95,000+ ACCOUNTS
- INDIRECT REACH VIA AMBASSADORS, INFLUENCERS, AND PARTNERS: 235,000+ ACCOUNTS
- INTERVIEWS & COVERAGE PLANNED WITH LOCAL MEDIA CHANNELS
- FIRST EDITION = HIGH MEDIA AND COMMUNITY ATTENTION

## HOW YOUR COMPANY CAN HELP

WE ARE CURRENTLY SEEKING FINANCIAL SPONSORS AND LOGISTICAL PARTNERS TO HELP US COVER KEY COSTS LIKE:

- EQUIPMENT & INFRASTRUCTURE
- VOLUNTEER COORDINATION, INSURANCE & AUTHORISATIONS
- STAGE, SOUND & CONCERT LOGISTICS
- PROMOTIONAL MATERIALS & COMMUNICATION

EVERY EURO SAVED ON LOGISTICS = MORE FUNDS DONATED TO CHARITIES!

## SPONSORSHIP BENEFITS

- STRONG BRAND VISIBILITY BEFORE, DURING, AND AFTER THE EVENT
- FEATURED IN OUR MEDIA INTERVIEWS AND RTL CAMPAIGN (JUNE 2025)
- PRESENCE IN PRESS, SOCIAL MEDIA & TANDEM RUN PLATFORM
- A DIRECT WAY TO SUPPORT LOCAL NGOS AND MEET YOUR CSR GOALS

WE WOULD BE HAPPY TO CREATE A PROMOTIONAL VIDEO TAILORED TO YOUR BRAND, HIGHLIGHTING YOUR COMMITMENT TO SOLIDARITY AND SOCIAL IMPACT. THE VIDEO WOULD DIRECTLY ASSOCIATE YOUR COMPANY WITH THE VALUES OF OUR EVENT AND SHOW YOUR SUPPORT FOR LOCAL NGOS AND COMMUNITY ACTION — MAKING YOUR BRAND A VISIBLE PART OF A MEANINGFUL CAUSE.



## Participating NGOs



## Sponsors



## Institutional Partners



**JOIN US IN MAKING A DIFFERENCE.**

TO BECOME A SPONSOR OR DISCUSS COLLABORATION OPPORTUNITIES:

✉ [CONTACT@JOURNEEDELASOLIDARITE.LU](mailto:CONTACT@JOURNEEDELASOLIDARITE.LU)

🌐 [WWW.JOURNEEDELASOLIDARITE.LU](http://WWW.JOURNEEDELASOLIDARITE.LU)