

# Le beau vélo de RAVeL

Cross-Média

Event

Offre 2026





**Concept**

# Concept

Every Saturday during the summer, starting July 4, RTBF listeners and viewers can join a family bike ride on the RAVeL (Réseau Autonome de Voies Lentes) paths.

- Summer **family event** that brings together cyclists and families every Saturday
- Each stage combines **sport, tourist discoveries & live music**
- **100% positive** DNA, intergenerational and committed audience
- **Broadcast on RTBF** (radio + TV), relayed on **social networks** and supported by a loyal community with several thousand participants per stage
- The advertiser benefits from a qualitative and powerful 360° impact

## BROADCAST : 8 SUMMER STAGES

**Radio on VivaCité**, live from 1 to 4 pm

- Saturday from 04/07 to 22/08

**Television on La Une**, around 1:45 pm (after the 1pm news)

- Sunday from 05/07 to 23/08 \*
- One morning of the following week

**Digital on AUVIO**, contents available after TV broadcast

\*note that during Tour de France, schedule may be change

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**VIVACITÉ**

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**auvio**



# Concept

Welcome to the children !

Kids have their own **Kids' Village** on the BVR site !

The Kids' Village is more prominently featured with an enlarged, better delineated area placed in the center of the village near the main tent, with a dedicated entrance gate.

This village already includes bouncy castles, a climbing wall, a climbing stand, a circus school and a make-up stand.

A **mobility loop** (10 km) accessible to children is planned during each stage.

**Possibility to highlight the visibility of a partner in an even more qualitative way with for example :**

- Distribution of children's bracelets (in the partner's colors)
- Presence of a mascot possible

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# NEW in 2026

## NEW HOST

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- **Adrien Devyver** on 4 stages (+ 4 steps with Adrien Joveneau)

## NEW ROUTE

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- Bicycle ride from 1pm to 3:30 pm (all together)
- **Mobility' s loop** from 10 am to 4 pm (safe route, departure whenever you want)

## NEW BRUNCH

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- Le « Brunch de Julien » with **Julien Lapraille** cook & content creator

## NEW MISSION

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- Same fun with more **mobility & safety** with a focus on **helmet use**

## NEW OFFERS

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- **Co main sponsoring** (2 sponsors max) – Radio – Tv- Digital – Social media
- **Le « Ravito de Julien » (on TV)** – Product Placement & Social media

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# Stages 2026

1	Saturday, July 4	TBC
2	Saturday, July 11	TBC
3	Saturday, July 18	TBC
3	Saturday, July 25	TBC
5	Saturday, August 1	TBC
6	Saturday, August 8	TBC
7	Saturday, August 15	TBC
8	Saturday, August 22	TBC

## Typical Day Schedule \* :

- 09h30 – 11h00 Welcome and brunch
- 10h00 – 16h00 Opening mobility loop (+/- 10km ), departure whenever you want
- 12h00 – 13h00 "C'est déjà le Beau Vélo" show live on VivaCité
- 13h10 Peloton start on the first loop led by the hosts
- 13h00 – 16h00 "Le Beau Vélo de RAVel" show live from the ride on VivaCité
- 14h00 Refreshments in the village
- 14h30 Start of the peloton on the second loop led by the animators
- 16h00 – 18h30 Concerts and showcases on the stage

All day games, kids corner, stands, photobooth, food truck, bar, gifts



\*Final schedule to be announced in April

# Com & field 2026

Edition 2025 BVR

## VISIBILITIES ON EACH SITE \*

The sponsor is guaranteed sectoral exclusivity in the field\*

The production and placement of all visibility is handled by RTBF, at the expense of the sponsor

Production costs can be adjusted depending on the equipment the sponsor wants on site

\*Vivacité reserves the right to develop the field with additional business partners



# Communication & Field

# CO-MAIN Sponsors

## VISIBILITIES ON EACH SITE \*

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Each sponsor will have the following visibility on the field :

- Banners/calibres/flags on the site (tent and stands)
- Space on site : 50m<sup>2</sup> on the ground
- Sampling on site (to be determined, in agreement with VivaCité)

Integration in the visual dressing of the BVR in header and in + large with logos of the other partners :

- Stage dressing (2 tarpaulins columns sound)
- Roll Up in the partner area
- 1 tarpaulin tent public
- 1 tarpaulin tent reception

**Production costs : 3.920 €**



# CO-Sponsors

## VISIBILITIES ON EACH SITE \*

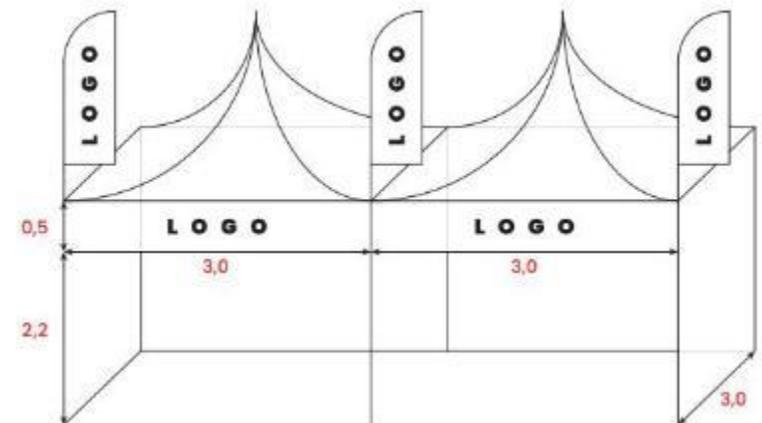
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2 pagodas 3m x 3m (18m<sup>2</sup>)

Sampling on stand (to be determined, in agreement with VivaCité)

- Integration in the visual dressing of the BVR on 2 tarpaulins sound columns + roll-up in the partner area
- Integration in the visual of the BVR on 1 tarpaulin tent public
- Integration in the visual of the BVR on 1 tarpaulin tent reception
- 2 x 3M pagodas + 2 x 3M frames + print + 3 flags + print
- Placement on the 8 stages
- Pergolas offered by RTBF

**Production costs : 2.745 €**



# Kids Village

## VISIBILITIES ON EACH SITE \*

- Banners/calicons/flags: 3 on stand/tent
- Tarpaulin on barriers delimiting the site: max 15m x 15m (depending on the location) near the BVR village
- Included on this space: 5m x 5m stand with floor for reception and distribution,
- Sampling on stand (to be determined, in agreement with VivaCité)
- Integration in the visual dressing of the BVR :
  - on 2 tarpaulins sound columns + roll-up partner space
  - on 1 tarpaulin public tent
  - on 1 tarpaulin for the reception tent

**Production costs : 4.450 €**



# Brunch Package

## VISIBILITIES ON EACH SITE \*

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- 2 flags on stand/tent
- Brunch background tarpaulin with partner logos
- Visibility of the sponsor's brand products at the brunch on the 8 stages

**Production costs : 965 €**



# Global for every package

## PRINT COMMUNICATION

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- Posters sent to municipalities: logo at the bottom of the poster, with other partners
- 4.500 walking maps : logo at the bottom of the map, with other partners
- Press inserts: two publications per week in the weekly press (L'Avenir)



# Global for every package

## VISIBILITY ON THE VIVACITE.BE WEBSITE

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- On the « BVR partners » page

## WEBSITE

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- From July 2026, presence of BVR content on the site of VivaCité
- You will find all the news of the BVR, the places of the stages, schedules, interviews with invited artists, films, photos, comments from participants...
- A page dedicated to the partners



**What about  
season 2025 ?**

# Edition 2025

**38.000 participants**

1	Saturday, July 5	Martelange	5000
2	Saturday, July 12	Fontaine-l'Evêque	7000
3	Saturday, July 19	Mouscron	2500
3	Saturday, July 26	Visé	6000
5	Saturday, August 2	La Molinee	4500
6	Saturday, August 9	Chimay	5000
7	Saturday, August 16	Peruwelz	4.500
8	Saturday, August 23	Liège Sart Tilman	3.500

# Season 2025 sponsors



# Offers 2026

**CO MAIN  
SPONSORS**

**CO SPONSORS**

**KIDS VILLAGE**

**BRUNCH**

**REGIONAL**

**Option 1  
RAVITO DE JULIEN**

**Option 2  
INFLUENCER BOOST**

**Option 3  
MATERIAL PRODUCTION**



# **Co-main Offer 2026**

# Media offer

2 sponsors in DUO-SPONSORING

Exclusive proposal for BVR 2026, intended for 2 main sponsors in co-sponsorship  
Focus on BVR radio & television broadcasts + field event  
Both advertisers will sign together with a billboard of 5 " each

## Deadlines

for field & print organization : **April 24, 2026** | for airing on radio and TV : **1st June 2026**

Radio – TV – Digital – Field (co-sponsoring)	Number	Total	Period
Trailers TV / radio show + field event (8 shows & field event)	La Une : 15 TR/week (incl. 3 in prime) Tipik : 15 TR/ week (incl. 3 in prime)	120 TR La Une 120 TR Tipik	From 29/06 to 21/08
Billboards TV / tv show (max 5") (8 shows)	La Une : 2 BB / Sunday 1 BB / Saturday	24 BB La Une	From 05/07 to 23/08
Trailers Radio / stage announcement		50 TR VivaCité	End of May
Trailers Radio : radio show + field event (8 shows & field event)	VivaCité : 10 TR/week La Première : 5 TR/week Classic21 : 5 TR/week	80 TR VivaCité 40 TR La Première 40 TR Classic21	From 29/06 to 21/08
Billboards Radio (max 5") (8 shows)	VivaCité : 6 BB/Saturday	48 BB VivaCité	From 29/06 to 22/08
Social Networks pack	Insta & FB stories		From 29/06 to 23/08
Field & Print visibility	8 Saturdays	8	From 04/07 to 22/08

**GROSS MEDIA BUDGET : 110.600 / sponsor VAT excl.**  
Production costs for the field : 3.920 €

# Marketing evaluation

TV	PRA 18-54	30+ ans	25-54 ans	18-64 ans	18+ ans	21+ w/ Kids	PRA w/ Kids	18-34 ans
GRP	187,6	489,2	182,2	248,7	415,2	114,3	117,6	98,9
COV%	40%	56%	41%	44%	49%	33%	33%	28%
COV#	660.100	1.699.056	751.711	1.254.889	1.827.132	323.048	263.177	285.375
OTS	4,6	8,7	4,5	5,6	8,5	3,5	3,5	3,5
CONTACTS	3.060.021	14.839.706	3.371.542	7.087.799	15.495.690	1.128.679	931.047	1.003.434

RADIO	PRA 18-54	30+ ans	25-54 ans	18-64 ans	18+ ans	21+ w/ Kids	PRA w/ Kids	18-34 ans
GRP	202,2	452,6	219,7	270,9	381,7	199,2	228,9	92,2
COV%	29%	39%	30%	32%	35%	28%	30%	21%
COV#	520.522	1.272.754	609.652	981.113	1.416.284	358.785	241.662	231.727
OTS	7,1	11,6	7,3	8,5	10,8	7,3	7,6	4,4
CONTACTS	3.683.929	14.740.172	4.436.067	8.375.825	15.288.785	2.600.341	1.827.270	1.027.643



# Co-sponsors Offer 2026

# Media offer

CO SPONSORING Advertising pack (max 10 sponsors)

## Deadlines

for field & print organization : **April 24, 2026** | for airing on radio and TV : **1st June 2026**

### Radio

rtbf  
**VIVACITÉ**

Association via spots broadcast on VivaCité, in a context and during the period of the RAVeL Beau Vélo (broadcasting diagram next page)

OR

### Television

rtbf  
**La une** **TIP!K**

A campaign (reinforcement spots) to be used between 29/06 and 22/08/2026.

(Budget breakdown: La Une max. 80% / Tipik min. 20%)

**GROSS MEDIA BUDGET : 44.000,€ VAT excl**

**Production costs for the field : 2.745 € VAT excl**

### Digital – on demand

Commercials are produced by the sponsor. Booking of radio or TV space with RMB Trading & Revenue. Scheduling in floating by RMB, 7 days before airing  
Reference to BVR authorized in commercial spots, subject to prior agreement of VivaCité on the script.

# Radio advertising package

TRANCHE	LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI
06H30 – 07H00				1	1	
07H00 – 08H00						1
09H00 – 10H00						1
10H00 – 10H30						
10H30 – 11H00				1	1	
12H00 – 12H30					1	
13H00 – 13H30				1		
13H00 – 14H00						2
13H30 – 14H00			1		1	
14H00 – 15H00						2
15H00 – 15H30						
15H00 – 16H00						2
16H00 – 16H30					1	
16H00 – 17H00						2
16H30 – 17H00				1		
17H00 – 17H30					1	

21 SPOTS PER WEEK OF STAGE, FROM 29/06 TO 2/08 (MAX. DURATION OF 30")



# **Kids Village Offer 2026**

# Media offer

KIDS VILLAGE Advertising pack - Max 1 sponsor

Deadlines

for field & print organization : April 24, **2026** | for airing on radio and TV : **1st June 2026**

## Radio

rtbf  
**VIVACITÉ**

Association via spots broadcast on VivaCité, in a context and during the period of the RAVel Beau Vélo (Broadcasting diagram next page)

20 spots radio base 30 sec/ semaine

OR

## Television

rtbf  
**La une** **TIP!K**

A campaign (reinforcement spots) to be used between 29/06 and 22/08/2026

(Budget breakdown : La Une max. 80% / Tipik min. 20%°)

**GROSS MEDIA BUDGET : 49.600 € VAT EXCL.**

**Production costs for the field : 4.450 €**

Commercials are produced by the sponsor. Booking of radio or TV space with RMB Trading & Revenue. Scheduling in floating by RMB, 7 days before airing  
Reference to BVR authorized in commercial spots, subject to prior agreement of VivaCité on the script.



# **Brunch Offer 2026**

# Media offer

BRUNCH - Advertising pack - Max 3 sponsor

## Deadlines

for field & print organization : **April 24, 2026** | for airing on radio and TV : **1st June 2026**

## Radio

rtbf  
**VIVACITÉ**

- 8 spots (max. duration 30 sec) per week :
  - Thursday : 2 spots between 6.00 AM and 08.00 PM
  - Friday : 2 spots between 6.00 AM and 08.00 PM
  - Saturday : 4 spots between 01.00 PM and 05.00 PM
- Broadcasting in the advertising screens of VivaCité
- Period : Thursdays, Fridays and Saturdays between July 1 and August 21
- 2 flags on stand/tent  
Brunch background tarpaulin with partner logos  
Visibility of the sponsor's brand products at the brunch on the 8 stages

**GROSS MEDIA BUDGET : 18.400 € VAT EXCL.**

**Production costs for the field : 965 €**

**Sponsor contribution for brunch (Number of products par stage  
TBC)**

Commercials are produced by the sponsor. Booking of radio or TV space with RMB Trading & Revenue. Scheduling in floating by RMB, 7 days before airing  
Reference to BVR authorized in commercial spots, subject to prior agreement of VivaCité on the script.



# **Regional Offer 2026**

# Media offer

Regional offer - 1 sponsor (1 per stage) who buys a field presence in the BVR village through a RADIO advertising pack.  
On sale from the beginning of April, taking into account the sector exclusivity with regard to premium sponsors

## Deadlines

for field & print organization : April 24, 2026 | for airing on radio and TV : 1st June 2026

## Radio



- The commercials are produced by the sponsor
- Booking of radio spaces via RMB Trading & Revenue
- Floating programming, 7 days before broadcast during the July-August period
- The promotional material for the RAVeL Beau Vélo village is produced by RTBF
- Production costs may vary depending on the partner's requests

- Sector exclusivity
- The steps must remain confidential until June,
- Campaign delivery during the July-August period

**GROSS MEDIA BUDGET : 5.500 € VAT EXCL.**

**Production costs for the field : TBD**

Commercials are produced by the sponsor. Booking of radio or TV space with RMB Trading & Revenue. Scheduling in floating by RMB, 7 days before airing  
Reference to BVR authorized in commercial spots, subject to prior agreement of VivaCité on the script.

# Option 1

**RAVITO DE JULIEN**

# Le Ravito de Julien

Julien Lapraille will offer a tasting at the Halte refuelling in the heart of the BVR village, le **RAVITO DE JULIEN**

Opportunity to highlight an advertiser in the family and "nature" environment of the BVR

The tasting can be done either with the **advertiser's products**, or with the **advertiser's equipment** (kitchen installed on the grounds)

The sequence will be broadcast on the TV show with **product placement**.

The images of Julien's activation will be relayed on his own **social networks** and crossposted **on the VivaCité accounts** (FB & Instagram)



rtbf  
**La une**

rtbf  
**duvio**



Priority is given to the main sponsor of the TV show



# @julienlapraille

CUISINE

TERROIR

CONVIVAL



**72K**  
Followers



**26.4K**  
Followers



**5.76K**  
Followers

Julien Lapraille is a Belgian chef, TV host and content creator.

He is known for his warm personality, his humor and his authenticity, he shares a simple, accessible and friendly cuisine.

Through his recipes, his tips and his moments of life, he engages a large community around the values of pleasure, sharing and creativity, making cooking resolutely inspiring.

rtbf  
**VIVACITÉ**

rtbf  
**La une**

# Media Offer

Priority is given to the main sponsor of the TV show

## Broadcast

July & August

## Number of contents

Social 48 + handshake / PP 8

### Instagram



8 Story Instagram Set Julien Lapraille (teasers) – Mentions + Logo+ Product Placement

TOTAL : 24 stories

8 Instagram Stories – **Handshake VivaCité** 1 / week

TOTAL : 8 stories

### Facebook



8 Facebook Stories Set **Julien Lapraille** (teasers) –Mentions + Logo + Product Placement

TOTAL : 24 stories

8 Facebook Stories – **Hanshake VivaCité** 1/week

TOTAL : 8 stories

### Product Placement



8 sequences in the BVR TV show broadcast at 1:30 p.m. on Sunday – Mentions + Logo + Product Placement min 10 seconds

TOTAL : 80 seconds

MEDIA BUDGET : 5.700 € VAT EXCL

CONTENT CREATOR FEE : 5.500 €

# Option 2

**INFLUENCER BOOST**

# Influence boost – On demand

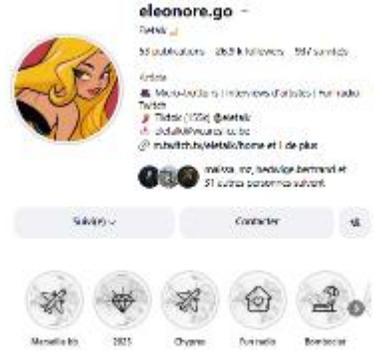


**@ADRIENDEVYVER**

 **35.38K Followers**  
**1.61 % : Engagement rate**



**TAILORMADE DEMAND**



**@ELEONORE.GO**

 **26.96K Followers**  
**3.79 % : Engagement rate**



# Option 3

**MATERIAL PRODUCTION**

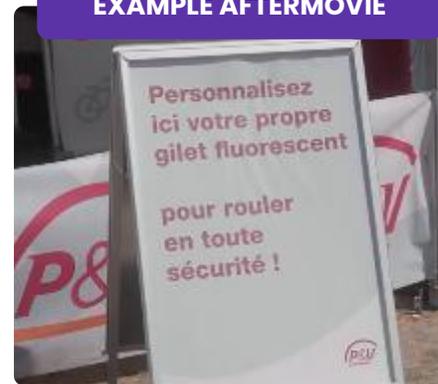
# Material Production Offer

## Aftermovie

- 2 Photos shooting on 2 events
- 1 aftermovie

TOTAL : 4.000 € htva

### EXAMPLE AFTERMOVIE



# **Sectorial examples**

# Banks & Insurances





# Services

SKODA

TOYOTA



# Retail



colruyt



# Food & Beverages



# BELORTA



**Want to know more?  
Get in touch**

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