



**FAVOURITE MOMENT OF THE MONTH**  
**PARTNER PROPOSAL**

# BACKGROUND

- Every month, Team Jumbo-Visma holds an election among its fans to choose the favorite moment of the month. With this we collect data and respond to the positive sentiment of the fans. From now on it is possible for partners to sponsor a specific (ore multiple) month(s).



# ABOUT THE ELECTION

- Covers all cyclists- and speed skating teams of Team Jumbo-Visma
  - 6 teams in total
- Election is held every month and we also have an election with the favorite moment of the year
- Always emphasizes the positive sentiment at fans
- Election is always held in 2 languages:
  - Dutch
  - English



# EXPOSURE

We promote the initiative monthly through the following channels:

## Social media

- 2 x Instagram Story per team
- 1x Instagram wall post per team
- 2 x Facebook post cycling
- 1 x Facebook post speed skating
- 2 x Tweet per team

*Total reach est.: 1.200.000*

*Interactions: 46.000*

## Newsletter

- 1 advertisement in the newsletter

*Recipients: 140.000*

*Click rate: 23%*

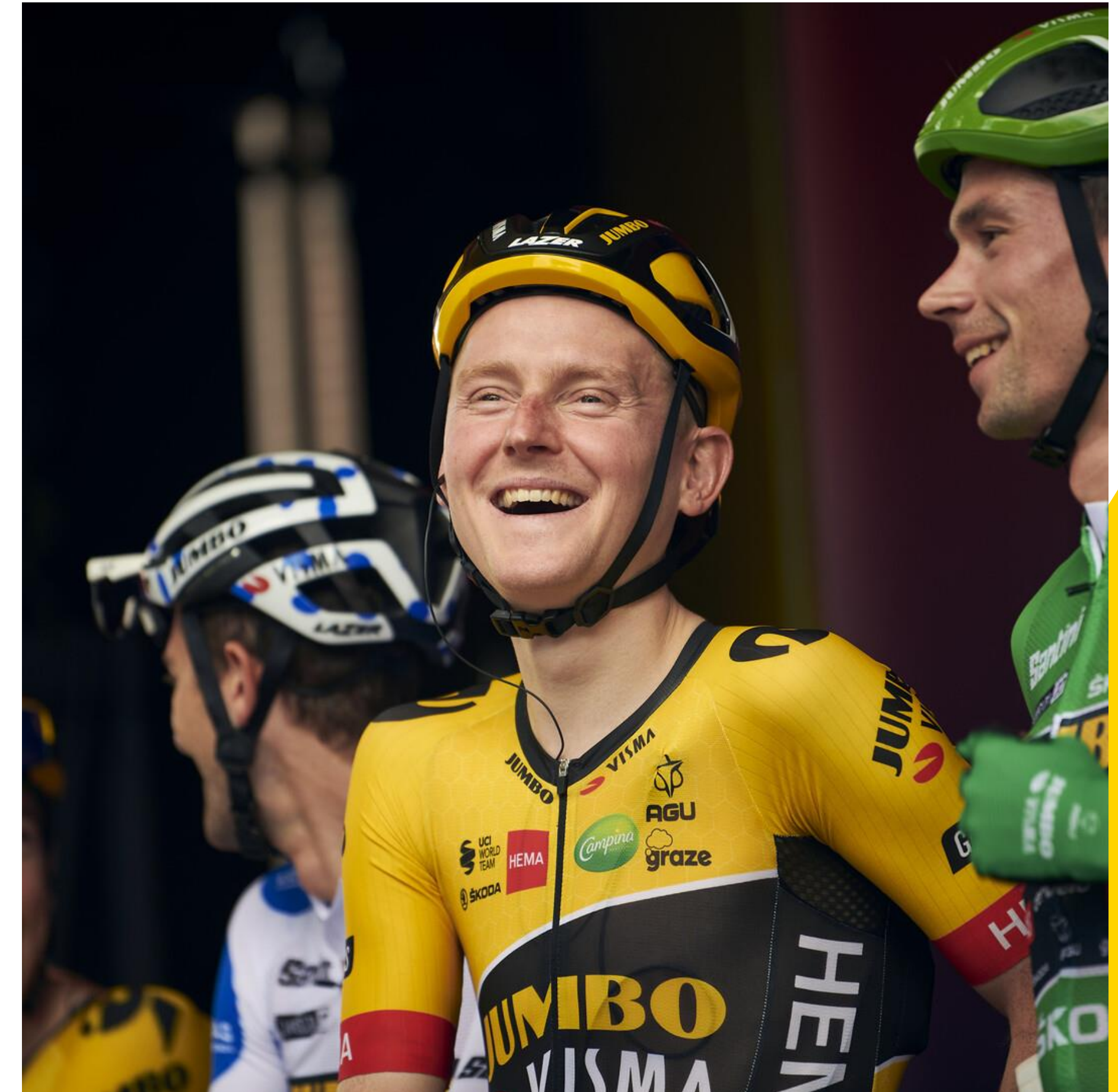


# DATA

Based on our experience in 2021 and the first months of 2022, we can conclude the following:

- Average number of participants per month: 1.000 unique fans
- Average number of participants per month, after a grand race: 2.000 unique fans
- Average number of participants for the moment of the year: 3.000 unique fans

We expect the numbers to increase with the power of an extra partner and an unique incentive which'll be adjusted every month (based on the partner).



# IMPRESSION

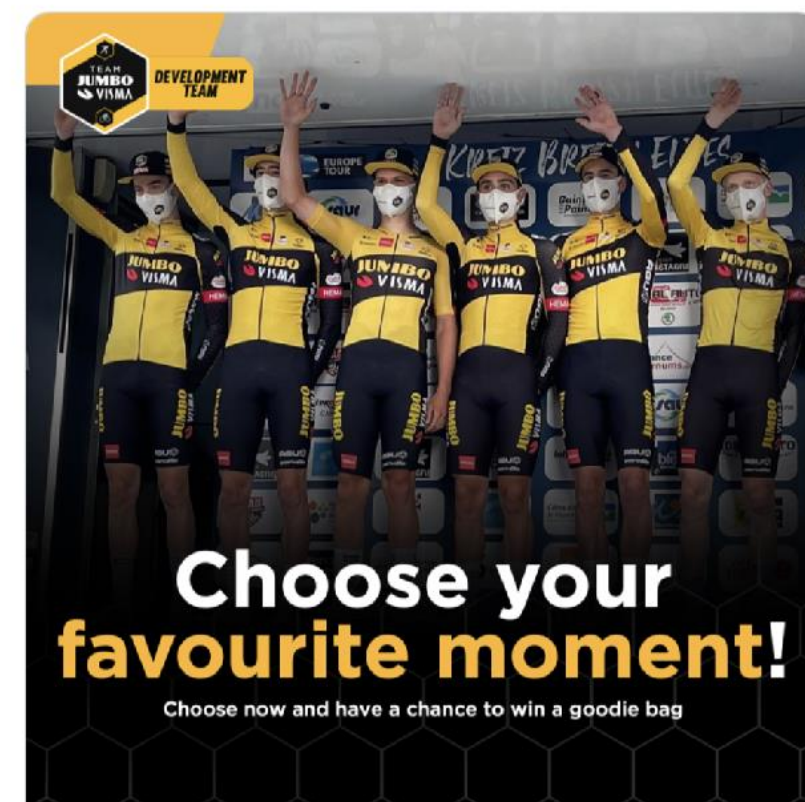


**VOTE**  
**What is your favourite moment of July?**  
 July was a month full of highlights. What is your favourite moment? Vote and have the chance to win a goodie bag!

**Vote here**

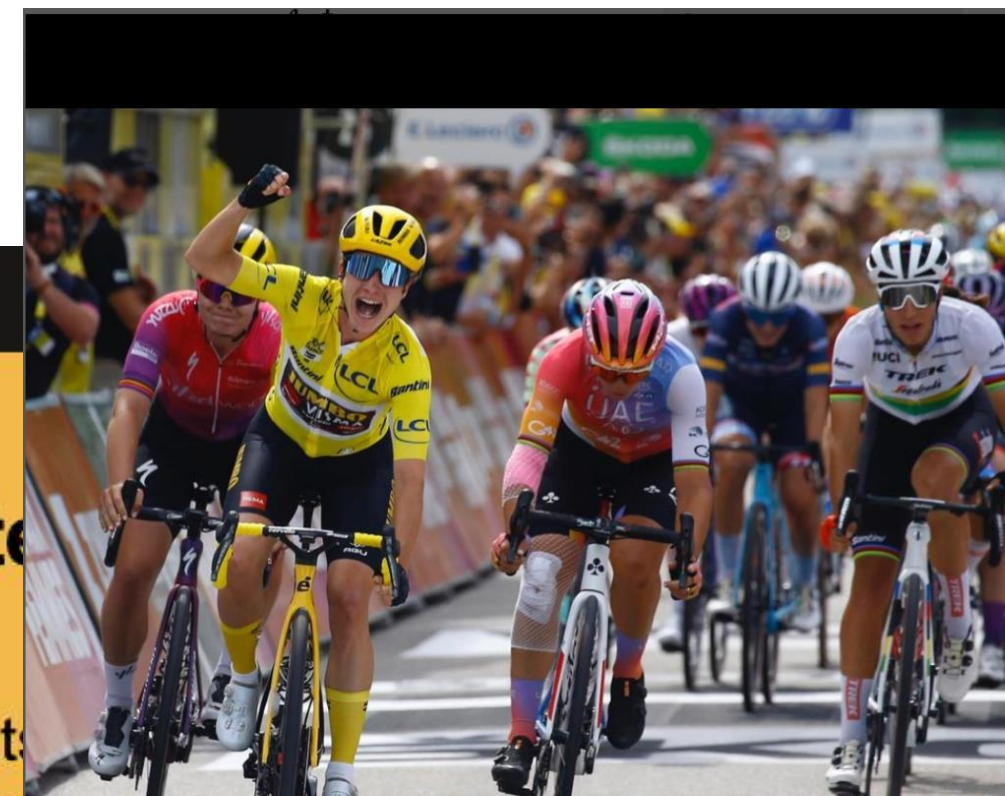
Team Jumbo-Visma Academy @TJVAcademy · 5 aug. 2021  
 Still a few days left to pick your favourite moment of July and win a goodie bag!

We have some team time trials on the menu...



**Choose your favourite moment!**  
 Choose now and have a chance to win a goodie bag

teamjumbovisma.com  
 Pick your moment!



jumbovisma\_road  
 jumbovisma\_road @mariannevosofficial takes another stage win in @letourfemmes after a strong sprint in Rosheim  
 #teamjumbovisma #TDF #samenwinnen  
 the\_awake\_project Sweet!!!  
 ronaldof4.1  
 roffegradin  
 johnmorest  
 gregorcnikolaj congrats  
 lelaraviola  
 redge\_4wd VOS is the BOSS



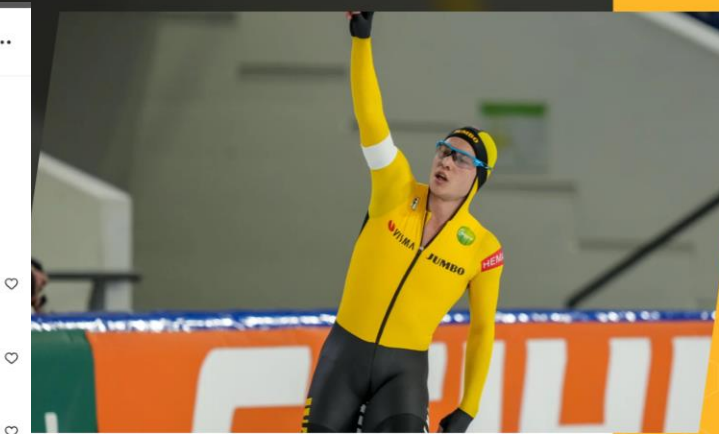
Team Jumbo-Visma schaatsen @JumboVismalce · 5 jan.  
 Het olympisch kwalificatietoernooi is net achter de rug en wielrenner Wout van Aert toonde opnieuw zijn klasse in het veld

December was een maand vol nieuwe hoogtepunten

Wat is jouw favoriete moment? Stem en maak kans op een goodiebag!



teamjumbovisma.nl  
 Stem op jouw favoriete moment van december en win een goodiebag  
 Het olympisch kwalificatietoernooi is net achter de rug en Wout van Aert toont opnieuw zijn klasse in het veld. December was een maand...



Vote for your favourite moment of January and win a goodie bag

January was all about championships. And with big successes! What is your favourite moment of last month? Vote and have the chance to win a goodie bag!



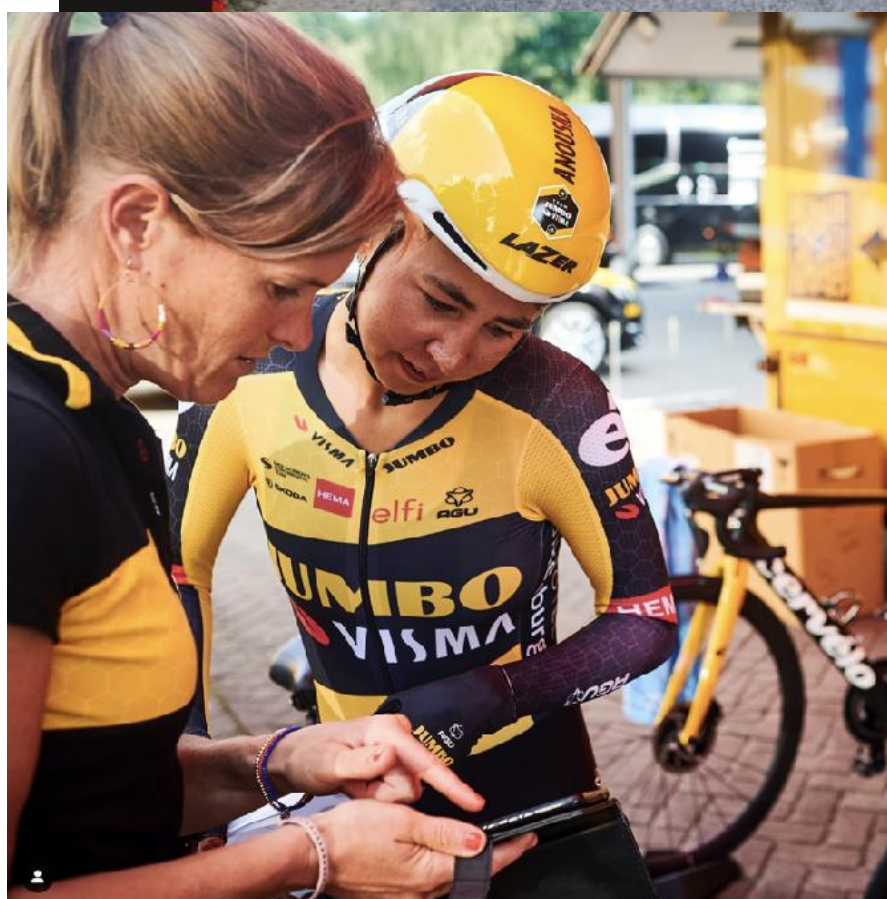
What is your favourite moment of January?

Vote now and have the chance to win a Team Jumbo-Visma goodie bag!

This poll is now closed.

- World champion
- Gold for De Jong
- Australian champion
- Snell wins NK sprint
- Second marathon victory
- Belgian champion
- Kral wins 1000 metres
- Roesz prelongs title
- Gold Team Pursuit
- Dutch champion
- Gold Team Sprint
- Boeker wins NK allround

**LATEST NEWS**  
 PROMOTION | 08 FEBRUARY, 08:00  
 Who is your Team Jumbo-Visma Valentine? Take the test!  
 VIDEO | 07 FEBRUARY, 12:00  
 Marianne Vos looks back on the World Championships and the start of Team Jumbo-Visma Women  
 NEWS | 07 FEBRUARY, 11:50  
 Team Jumbo-Visma withdraws from Tour of Valencia  
 RACE REPORT | 04 FEBRUARY, 17:00  
 Oomen and Vader just outside top ten in queen stage of Valencia  
 RACE REPORT | 03 FEBRUARY, 16:30  
 Team Jumbo-Visma lose Dekker after crash at Tour of Valencia



jumbovisma\_women · Volgend  
 jumbovisma\_women What is your favourite moment of December? Vote via link in IG story and win a goodie bag!  
 #teamjumbovisma #favouritemoment #jvwomen  
 marcoagalbiati05  
 arjan.frede\_

# PARTNER PROPOSAL

## Obligations partner

- Partner will provide an incentive for the election of at least € 250,-
- Partner will pay a cash contribution of € 2.500,- (excl. VAT) for one month.

## Rights partner

- Brand name and logo will be mentioned on landing page;
- Partner will be mentioned in the following posts:
  - Instagram posts
  - Facebook posts
  - Advertisement newsletter
- Optional: we can add an automation flow with a discount code or other content for the partner after registration. This will be compensated by an extra fee of € 1.000,- excl. VAT per election.





TEAM  
**JUMBO**  
VISMMA

