



Discover Team Visma | Lease a Bike

Events at the High Performance Center

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High Performance Center 2025

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01. Welcome

Team Visma | Lease a Bike

Team Visma | Lease a Bike is about innovation, sharing knowledge, developing talent and joining forces with the biggest brands and partners. Not only for performance but also for business innovation or fan experience. It all comes together at our High Performance Center in 's-Hertogenbosch, the Netherlands. The High Performance Center is not only our hub for sports departments, but it's also a hotspot for partners, businesses, and visitors. The event you organize with us can therefore be used in a unique way for your own purposes. We are happy to help you with this!

#Beyondvictory

02. At the heart

Of the world's most successful cycling team

A visit to our High Performance Center is always a unique experience. The headquarters of Team Visma | Lease a Bike is a professional and inspiring environment that houses all our departments.

Think of our complete logistics center, which acts as a central point for all the races throughout the year, offices for the marketing and communications department, financial services and workspace for the race coaches.

Our High Performance Center is a valuable contribution to your event! Together we ensure that your event leaves an inspiring impression on the invited guests.

If you have any questions about our event opportunities after reading this brochure, please feel free to send an email to hospitality@teamvismaleaseabike.com



High
Performance
Center

03. Event rooms

The Hall of Fame

Welcome to The Hall of Fame. The many leading jerseys on the wall will show you why this multi-functional room gets its name. From **Jonas Vingegaard's yellow jersey** to **Fem van Empel's rainbow jersey** and the various bikes, our rich history comes to life. This room can be used for everything from a simple welcome to networking drinks and from the departure of our cycling experiences to hosting our keynote sessions. The Hall of Fame has a stand with a capacity of 40 people. It's possible to scale up to 60 people. The Hall of Fame is equipped with all the latest technology, including two large, remote TV screens, a Philips sound system and privacy screens.

(More than 60 people? Contact us for events at your venue: hospitality@teamvismaleaseabike.com)

 **Maximum capacity**
60 People

 **Room functionality**
Multi

Trilogy Room

 8-10 people

This meeting room has a Smart TV, a flip-over and a conference call system and offers a unique view of our workshop.

Classics Room

 4-6 people

A charming, smaller meeting room suitable for four people. This meeting room has a Smart TV, a flip-over and a conference call system.

Trophy Room

 8-30 people

This meeting room has a Smart TV, a flip-over and a conference call system and also offers a unique view over our workshop. Capacity is 8-16 people, expandable to 30 people by connecting it to the Classics Room.

Welkom
bij het Sport Medisch Centrum



◆ 04. Experiences

Our rides

Cycling connects. There is no finer lubricant to promote bonding with your customers and staff. You don't have to be a pro; it's accessible to all levels, and the routes are tailor-made. Combine business with pleasure in this unique form of networking.

Ever wondered what it is like to train like a pro? Experience Team Visma | Lease a Bike on a bike and get to know your colleagues, relations or clients in a new, sporty way. Team Visma | Lease a Bike offers complete

cycling experiences, including professional guidance, a team car, a Team Visma | Lease a Bike water bottle, and a recovery shake afterwards.

Cycling experience includes:

- ◆ Ex-professional rider and professional instructors
- ◆ Tailor-made route
- ◆ Tips & Tricks
- ◆ Nutrition for the ride
- ◆ Recovery shake
- ◆ Bike hire on request
- ◆ Groups of 10 persons
- ◆ **Optional:** Official team car

Behind-the-scenes Tour

During our Behind-the-scenes Tour we explain more about certain processes within our team, we will tell you about the High Performance Center and give you an explanation

about our unique working environment. You will also receive a complimentary surprise bag, included with the tour.



04. Experiences

Get inspired by us through our keynotes

Team Visma | Lease a Bike has a unique history. Get inspired by our keynote speakers, who are all part of our team. We will take you on our journey to make sporting history by sharing surprising stories, interesting facts and business lessons.

Like our riders' training schedules, our keynote sessions are tailored to your needs. Whether you're looking for a session on talent development, entrepreneurship or corporate culture, we can make it happen.

These keynote sessions can also be booked for your own event.

◆ **Keynote #1: The Visma | Lease a Bike story (most popular)**

In 2023, the Jumbo-Visma team once again made sporting history by winning all three Grand Tours in the same season: in May, Primož Roglič won the Giro d'Italia; in July, Jonas Vingegaard won the Tour de France for the second time; and in September, American Sepp Kuss took the red jersey at the Vuelta a España. This trilogy is unique in cycling. No other team has ever done it. But we have come a long way. Discover our story from the worst team in the WorldTour peloton to the most successful. A journey of culture, people, ambition and commitment.

Contact us for our most successful keynote, delivered by our own people.

◆ **Keynote #2: Our Blanco Koers (companies)**

During this inspiring session, you will be introduced to our Blanco Koers. We will take you through our story of how our current work culture, norms and values were created and how we work with them on a daily basis. It's also possible to follow up this topic in a second session/workshop at your own office to analyze the Blanco Koers of your company!

◆ **Keynote #3: One of our Performance KPI's**

These inspirational sessions are appropriate if you want to zoom in on certain KPIs from our performance team. You will dive into one of the following topics with our speaker: data, cycling materials, nutrition and diets

◆ **Keynote #4: Talent Academy Group**

If you want to have an inspirational session about topics as for example teamwork, teambuilding and teammanagement, we can engage our partner Talent Academy Group. They know all about employee behavior change within companies and provide an educational and interactive session.

**Organising your own event and looking for an inspiring keynote speaker?
Contact us for the possibilities.**



05. Food and beverages

For your event, healthy and delicious

Food allergies or dietary requirements? We are used to it, so let us know, and we will ensure you get the perfect alternative for your visit.

Our warm welcome

Every visit to our High Performance Center starts with a warm welcome in the Hall of Fame.

Included:

- Team Visma | Lease a Bike coffee
- Assortment of teas
- A delicious, healthy high-protein cake (our riders are a big fan before a race)

Diner buffet

Enjoy our dinner buffet during your event. These dishes are based on the three Grand Tours in cycling.

Included:

- Diner buffet: choose from the following themes:
 - **Giro d'Italia:** Italian buffet with 3 pasta options, 2 salads, bread & butter
 - **Tour de France:** French buffet with 3 main dishes, 2 side dishes, 2 salads
 - **Vuelta a España:** Spanish buffet with Spanish tapas, bread with tomatos and a salad
- Soft drinks, alcohol, alcohol-free beverages and water

Healthy lunch

Try our healthy and balanced lunch. The perfect filling refreshment for your event.

Included:

- Fresh homemade vegetarian soup (choose a soup's favourite from one of our 5 riders)
- Delicious sandwiches with a touch of 5 cycling countries (France, Spain, Italy, Belgium, Netherlands) - 1 fish, 3 meat and 1 vegetarian)
- Fresh fruit
- Juices, cherry juice, water, coffee and tea

Drinks and snacks deluxe

Wrap up a successful day at the High Performance Center with drinks and snacks, served in TVL theme.

Included:

- Home-made tapas platter with a selection of old cheese, hams, salmon, nuts, dried fruit, hummus or guacamole, fresh fruit, dark chocolate and whole wheat crackers or bread
- Soft drinks, alcohol, alcohol-free beverages and water

Refreshing break

Enjoy a short break to get refreshed again.

Included:

- Team Visma | Lease a Bike coffee
- Assortment of teas
- Fresh fruit
- Soft drinks and water





High
Performance
Center

06. Accessibility and our facilities

Location

De Meet
High Performance Center Team Visma | Lease a Bike
Het Zuiderkruis 23
5215 MV 's-Hertogenbosch
The Netherlands

Accessibility

The High-Performance Center is easily accessible by car, public transport, and, of course, by bicycle. From the A2 motorway, take the Veghel/Helmond exit (junction 21). There are plenty of parking spaces within walking distance. By public transport, take bus 156 from Den Bosch station and get off at Het Sterrenbeeld.

Opening hours

The High Performance Center is open for events on **Mondays to Fridays, from 09:00 - 18:00**. Organising an event on other days or times? Ask for the conditions.



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Bookings See you soon!

Of course, this brochure can only give you an idea of what is possible at the High Performance Center. That's why we are happy to explain the packages in person and help you with a tailor-made offer to bring you into the world of Team Visma | Lease a Bike. We hope to see you soon at our High Performance Center.

Team Visma | Lease a Bike Hospitality
hospitality@teamvismaleaseabike.com