

● ● Eurobike

# Shaping What's Next. Together.

**Partnership models  
EUROBIKE 2026**

**June 24–27, 2026**

**Messe Frankfurt**

EUROBIKE Festival: June 27



# Become a partner of EUROBIKE!

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## 1. Focus on future topics

Position your brand where sustainable mobility and urban quality of life are concerned. As a partner of EUROBIKE, you will **become part of a growing future ecosystem** and at the same time strengthen your visibility as a responsible, attractive employer brand.

## 2. Maximize media presence

Benefit from EUROBIKE's strong national and international media reach and cross-media formats that **make your brand visible far beyond the trade fair**. In 2025, 995 media representatives from 35 countries reported on EUROBIKE.

## 3. Make promising contacts

Reach highly interested, affluent visitors and relevant B2B decision-makers from business, politics, associations, and the media. **EUROBIKE connects you** and creates space for exchange, innovation, and new business models.

## 4. Charge your brand with emotion

EUROBIKE is an exciting event with a festival atmosphere, where **visitors can experience your brand live** and associate positive emotions with it directly. This is your opportunity to charge your brand with positive energy.



# Our partnership models

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## Area Partner

Become a partner for an area of EUROBIKE. This is also possible exclusively as part of a Gold Partnership.

Area partnerships include, for example:

- Test track partnership
- Action area partnership
- Kids' area partnership

Interested in boosting your visibility at Eurobike with a topic that aligns with your brand strategy? Let's talk!

## Event Partner

Become a partner for an EUROBIKE event. This is also possible exclusively as part of a Gold Partnership.

Event partnerships include for example:

- EUROBIKE party partnership
- Happy Hour partnership
- Social ride partnership

Would you like to strengthen your on-site presence at an event that fits your brand strategy perfectly – at EUROBIKE? Then get in touch with us!

## Theme partner

Become a partner for a EUROBIKE theme. This is also possible exclusively as part of a Gold Partnership.

Theme partnerships include, for example:

- Mobility partnership
- Sustainability partnership
- Partner country

Would you like to increase your visibility around a specific theme that supports your brand strategy – and do so at EUROBIKE? Then get in touch with us!

## Presenting partner

Become the presenting partner of EUROBIKE and leverage the considerable appeal and reach of the EUROBIKE brand to position your brand in the market.

With co-branding across all EUROBIKE media and communication channels, your brand will benefit from the unique significance of EUROBIKE in the bicycle industry and in the areas of leisure, sports, mobility, and sustainability.

Interested? Feel free to contact us!

# Package overview

	BRONZE	SILVER	GOLD	PLATINUM
				EUROBIKE supported by (Name of your brand)
Logo included in list of sponsors and in selected advertising and communication measures, and on partner wall at main entrances	✓	✓	✓	✓
<b>Brand advertising PRINT B2B + B2C **</b> > Guide/Advert > Show Daily/Advert series over all 4 editions	1/2 page –	1/1 page 1/2 page	2/1 page 1/1 page	2/1 page 1/1 page
<b>Brand advertising ONLINE B2B + B2C</b> > Banner advertising package from media package manager (home and/or theme page eurobike.com, Homepage EUROBIKE event app) > Report in e-newsletter incl. banner placement > 1 social media post (Facebook + Instagram)	Package M 1 theme page ✓ ✓	Package L theme pages (max. 3) ✓ ✓	Package XL* Home and theme pages (max. 5) ✓ ✓	Package XL* Home and theme pages (max. 5) ✓ ✓
On site presence: site branding banners/beach flags	✓	✓	✓	✓
Mention in press release	–	–	✓	✓
Inclusion of your booth in one of the self-guided tours.	✓	✓	✓	✓
Stage slot (duration: 10 minutes) for a product presentation.	✓	✓	✓	✓
Brand presence on LED walls (4-day package) **	✓	✓	✓	✓
Brand presence on admission ticket ***	–	✓	✓	✓
Brand presence visitor flyer ****	–	✓	✓	✓
Job advertisement Top-Job Premium in EUROBIKE JOBMARKET	–	–	✓	✓
Free 1-day entrance ticket Business Days	–	30	50	50
Free 1-day entrance ticket EUROBIKE Festival	25	30	70	70
Free exhibitor passes	3	10	15	15
<b>TOTAL</b>	€ 13,725	€ 33,270	€ 46,675	€ 357,150

All prices are net and subject to 19% VAT  
 \* limited to 10  
 \*\* excl. production  
 \*\*\* limited to 4  
 \*\*\*\* limited to 8

Our price  
€ 9,950  
(30% discount)

€ 13,725

Our price  
€ 22,950  
(30% discount)

€ 33,270

Our price  
€ 31,950  
(30% discount)

€ 46,675

Our price  
€ 250,000  
(30% discount)

€ 357,150