



ŽENSKA
KOLESARSKA
EKIPA
BTC CITY
LJUBLJANA
WOMEN'S
CYCLING
TEAM
BTC CITY
LJUBLJANA

*POSTANITE DEL
SRČNE ZGODBE*

*BECOME A PART
OF A BRAVE STORY*

 **KLIKNI ZA OGLED VIDEA**
CLICK FOR VIDEO



**WOMEN'S
WORLDTOUR**

PRILOŽNOSTI ZA POKROVITELJE
SPONSORSHIP OPPORTUNITIES

 [btccityljubljana](https://www.facebook.com/btccityljubljana)

ŽENSKA
KOLESARSKA
EKIPA
BTC CITY
LJUBLJANA
WOMEN'S
CYCLING
TEAM
BTC CITY
LJUBLJANA



Ena ekipa, kolesarke iz **9 različnih držav**: iz Slovenije, Italije, s Švedske, Nizozemske, iz Rusije, Azerbajdžana, Nemčije, Hrvaške in Srbije
*One cycling team, members from **nine different countries** – Slovenia, Italy, Sweden, the Netherlands, Russia, Azerbaijan, Germany, Croatia, and Serbia.*

100 startov po Evropi, Ameriki in Kitajski
100 starts across Europe, USA, and China

Nastopi na največjih kolesarskih tekmovanjih: Amstel Gold Race, Valonska puščica, Giro Rosa, Prudential RideLondon Classique, Dirka po Flandriji, Tour de France, La Vuelta ...
Racing in the most renowned cycling events: Amstel Gold Race, La Fleche Wallonne Feminine, Giro Rosa, Prudential RideLondon Classique, Tour of Flanders, Tour de France, La Vuelta, etc.

8 milijonov navijačev ob trasah
8 million fans along race courses

Neposredni **prenos dirk** serije Women's World Tour **v živo** največji športni televiziji Eurosport in v vseh lokalnih medijih
Live coverage of Women's WorldTour races on the biggest sports TV-network – Eurosport, and in all local media

1000 objav v slovenskih medijih od februarja do avgusta 2017
1000 publications in Slovenian media from February to August 2017

SPOŠTOVANI
PODPORNIKI
KOLESARSTVA
DEAR SUPPORTERS
OF CYCLING!

Nekje sem prebrala, da zahtevne poti vodijo do čudovitih krajev. To misel lahko razumemo dobesedno – samo pomislite, kako lepi kotički čakajo na nas, da jih s kolesom odkrijemo ... Hkrati pa ta misel pomeni, da lahko vztrajnost, predanost in volja uresničijo sanje, presežejo pričakovanja in nas ponesejo nad oblake.

S temi vrlinami so kolesarke ekipe BTC City Ljubljana postavile nov mejnik v razvoju slovenskega profesionalnega ženskega kolesarstva in se ustoličile v svetovni eliti najboljših predstavnic te športne discipline. Kako ponosni smo na njih! Na to, da se kosajo z najboljšimi v svoji sredi, da v največjih velemestih zanje navijajo milijoni navijačev in da na svetovnem kolesarskem podiju odmevajo njihova imena in z njimi slovenske blagovne znamke. Hkrati smo ponosni na to, da še raje sami sedemo na kolo – za premagovanje razdalje, samih sebe, za družbo, sprostitev in za užitek.

Pri vlaganju v tovrstne projekte gre za tek na dolge proge, saj se tako kot pri samem športu do uspeha pride s trdim delom in vztrajnostjo. Družba BTC tako vlaganja vidi širše, kot del vračanja družbi, seveda pa imajo velik pomen tudi ekonomski učinki.

Posamični in ekipni dosežki kolesark z najodmevnejših kolesarskih preizkušenj nas navdajajo s ponosom. Kolesarke vedno znova potrjujejo, da že tri leta zaslužno uživajo našo podporo. Njihovi zvesti spremljevalci ostajamo tudi letos, ko se že četrtič podajajo v lov za lovoričkami. Z radovednostjo pričakujem, kam jih bo pot popeljala letos, prepričana pa sem, da bodo dekleta zopet odkrila čudovite nove kraje.

Maja Oven

I read somewhere that demanding roads lead to beautiful places. This thought could be understood literally – just think about all the beautiful places that wait for us to be discovered when cycling ... At the same time, this thought could be understood in the sense of perseverance, commitment, and strong willpower, bringing us closer to achieving our dreams, exceeding our expectations, and helping us fly sky-high.

All these virtues allowed members of the cycling team BTC City Ljubljana to set a new milestone in the progress of Slovenian professional women's cycling and to find their spot among the world's elite in this sports discipline. We are very proud of our girls, as well as of the fact how they manage to battle it out with the best in the world, and to see millions of fans cheering them on in the largest cities around the world. It pleases us to see the girls together with Slovenian brands gain recognition in the cycling world. We are also proud of the fact that our love of riding our own bicycles is even greater – whether to brave distances, to push our limits, to socialise, to relax, or merely to have fun.

Investments in such projects must be regarded as long-term goals, since the same as with the sport itself success can only be achieved with hard work and perseverance. The BTC Company sees such investments as a way of giving back to society; at the same time, economic effects bear great significance.

The BTC Company is proud of individual and team results of our cyclists in the most renowned cycling events. Our girls continue to justify the support we have been showing for the past three years. We remain their faithful companion this year as well, as they push the pedal to the metal for the fourth year in a row. I am eager to see where the road takes them this year, as I am certain that they will once again discover new magnificent places.

Maja Oven

*Difficult roads lead
to wonderful places*



NAJPOMEMBNEJŠI DOSEŽKI 2016
NOTABLE RESULTS 2016

7. mesto – ekipni kronometer, svetovno prvenstvo, Katar
7th place – team time trial, World Championships, Qatar

6. mesto – ekipni kronometer Vargarda, Švedska (WWT)
6th place – team time trial, Vargarda, Sweden (WWT)



1. mesto – Eugenia Bujak, Grand Prix de Plouay (WWT)
1st place – Eugenia Bujak, Grand Prix de Plouay (WWT)

1. mesto – Eugenia Bujak, 2x v etapah, La Route de France (2.1)
1st place – Eugenia Bujak, 2x in stage races, La Route de France (2.1)

1. mesto – Olena Pavlukhina v etapi in skupno, Gracia Orlova (2.2)
1st place – Olena Pavlukhina, in a stage race and overall, Gracia Orlova (2.2)

2. mesto – Anna Plichta v etapi in skupno Tour de Feminin (2.2.)
2nd place – Anna Plichta, in a stage race and overall, Tour de Feminin (2.2.)

5. mesto – Eugenia Bujak v etapi na Aviva Tour (WWT)
5th place – Eugenia Bujak, in a stage race, Aviva Tour (WWT)

3. mesto – Mia Radotić, leteči cilji, La Course by Le Tour de France (WWT)
3rd place – Mia Radotić, intermediate sprints classification, La Course by Le Tour de France (WWT)

1. in 2. mesto – Mia Radotić in Anna Plichta, leteči cilji – La Vuelta (WWT)
1st and 2nd place – Mia Radotić and Anna Plichta, intermediate sprints classification, La Vuelta (WWT)

8. mesto – Eugenia Bujak, La Vuelta Madrid (WWT)
8th place – Eugenia Bujak, La Vuelta Madrid (WWT)

9. mesto – Olena Pavlukhina, kronometer, evropsko prvenstvo
9th place – Olena Pavlukhina, time trial, European Championships

9. mesto – Olena Pavlukhina, Kitajska (WWT)
9th place – Olena Pavlukhina, China (WWT)

10. mesto – Eugenia Bujak, Kitajska (WWT)
10th place – Eugenia Bujak, China (WWT)

12. mesto – Eugenia Bujak, Vargarda (WWT)
12th place – Eugenia Bujak, Vargarda (WWT)

20. mesto – Mia Radotić, Prudential RideLondon Classique (WWT)
20th place – Mia Radotić, Prudential RideLondon Classique (WWT)

20. mesto – Anna Plichta, Valonska puščica (WWT)
20th place – Anna Plichta, La Fleche Wallonne Feminine (WWT)

NAJPOMEMBNEJŠI DOSEŽKI 2017
NOTABLE RESULTS 2017

10. mesto – ekipni kronometer, Vargarda (WWT)
10th place – team time trial, Vargarda (WWT)



2. mesto – Eugenia Bujak, Festival LUX du cyclisme feminin Elsy Jacobs (2.1.)
2nd place – Eugenia Bujak, Festival LUX du cyclisme feminin Elsy Jacobs (2.1.)

2. mesto – Eugenia Bujak, Omloop van Borsele (1.1.)
2nd place – Eugenia Bujak, Omloop van Borsele (1.1.)

2. mesto – Hanna Nilsson, Giro Del Trentino (1.1)
2nd place – Hanna Nilsson, Giro Del Trentino (1.1)

3. mesto – Mia Radotić, La Vuelta Madrid (WWT)
3rd place – Mia Radotić, La Vuelta Madrid (WWT)

3. mesto – Eugenia Bujak, Giro Rosa (WWT)
3rd place – Eugenia Bujak, Giro Rosa (WWT)

3. mesto – Jelena Erić, GP Dottignies (1.2)
3rd place – Jelena Erić, GP Dottignies (1.2)

4. mesto – Eugenia Bujak, Grand Prix de Plouay (WWT)
4th place – Eugenia Bujak, Grand Prix de Plouay (WWT)

4. mesto – Eugenia Bujak, La Vuelta Madrid (WWT)
4th place – Eugenia Bujak, La Vuelta Madrid (WWT)

6. mesto – Jelena Erić, Tour of Zhoushan (2.2)
6th place – Jelena Erić, Tour of Zhoushan (2.2)

6. mesto – Anna Stricker, Tour of Chongming Island (WWT)
6th place – Anna Stricker, Tour of Chongming Island (WWT)

7. mesto – Eugenia Bujak, Trofeo Alfredo Binda (WWT)
7th place – Eugenia Bujak, Trofeo Alfredo Binda (WWT)

7. mesto – ekipni kronometer, Svetovno prvenstvo, Bergen, Norveška
7th place – team time trial, World Championships, Bergen, Norway

10. mesto – Hanna Nilsson, La Course by Le Tour de France (WWT)
10th place – Hanna Nilsson, La Course by Le Tour de France (WWT)

11. mesto – Urša Pintar, Grand Prix de Plumelec (1.1.)
11th place – Urša Pintar, Grand Prix de Plumelec (1.1.)

13. mesto – Hanna Nilsson, Trofeo Alfredo Binda (WWT)
13th place – Hanna Nilsson, Trofeo Alfredo Binda (WWT)

13. mesto – Mia Radotić, Prudential RideLondon Classique (WWT)
13th place – Mia Radotić, Prudential RideLondon Classique (WWT)

15. mesto – Polona Batagelj, La Fleche Wallone (WWT)
15th place – Polona Batagelj, La Fleche Wallonne Feminine (WWT)

18. mesto – Urša Pintar, **La Course by Le Tour de France** (WWT)
18th place – Urša Pintar, La Course by Le Tour de France (WWT)





Ekipni kronometer Giro Rosa
Team time trial, Giro Rosa



Eugenia Bujak, Festival LUX du cyclisme féminin Elsy Jacobs



Eugenia Bujak, svetovno prvenstvo na velodromu
Eugenia Bujak, World Championships velodrom



Strade Bianche



GP Plouay



Ekipni kronometer, svetovno prvenstvo, Katar
Team time trial, World Championships, Qatar



Kronometer
Ljubljana-Domžale-Ljubljana
Time trial
Ljubljana-Domžale-Ljubljana



La course by le Tour de France



Kronometer Ljubljana-Domžale-Ljubljana
Time trial Ljubljana-Domžale-Ljubljana



La course by le Tour de France

ŽENSKA KOLESARSKA EKIPA BTC CITY LJUBLJANA
WOMEN'S CYCLING TEAM BTC CITY LJUBLJANA

PONUDBA ZA
POKROVITELJE
SPONSORSHIP
OPTIONS

60 000 EUR
DIAMANTNI
POKROVITELJ
DIAMOND
SPONSOR

- objava radijskega oglasa ob vsakem večjem uspehu ekipe (Val 202, radio Center)
radio ad accompanying every major result of the team (Val 202, Radio Center)
- objava polstranskega oglasa v prilogi Polet, 10-krat letno
publication of a half-page ad in the newspaper supplement Polet, 10 times per year
- aktivacija pokroviteljstva na družbenih omrežjih ekipe
activation of sponsorship on the BTC City Ljubljana team social media pages
- objava logotipa pokrovitelja v pasici pokroviteljev vedno, ko bodo objavljeni vsi pokrovitelji ženske ekipe
the positioning of the sponsor's logo on the sponsors' banner whenever all sponsors are mentioned
- objava logotipa na vozilih ekipe
the positioning of the sponsor's logo on team vehicles
- objava logotipa na dresu in hlačkah profesionalne ekipe
the positioning of the sponsor's logo on cycling jerseys and shorts of racers
- objava logotipa in povezave na spletni strani ženske ekipe www.kolesarke.si
the positioning of the sponsor's logo and the link to their website on the women's cycling team website - www.kolesarke.si
- objava celostranskega oglasa in logotipa v predstavitveni brošuri ekipe
the publication of a full-page ad and the logo in team's presentation brochure
- deljenje promocijskega materiala na največjih kolesarskih dirkah v tujini
handing out promotion material at the biggest cycling races abroad
- možnost objave fotografij ženske ekipe BTC City Ljubljana v reklamne namene
the opportunity for publishing photos of the BTC City Ljubljana team for advertising purposes

30 000 EUR
ZLATI
POKROVITELJ
GOLD SPONSOR

- objava logotipa pokrovitelja v pasici pokroviteljev vedno, ko bodo objavljeni vsi pokrovitelji ženske ekipe
the positioning of the sponsor's logo on the sponsors' banner whenever all sponsors are mentioned
- objava logotipa na vidnem mestu vozila
the positioning of the sponsor's logo in a visible spot on the team vehicle
- objava logotipa na zgornjem delu dresa in hlačkah profesionalne ekipe
the positioning of the sponsor's logo on cycling jerseys and shorts of racers
- objava logotipa in povezave na spletni strani ženske ekipe www.kolesarke.si
the positioning of the sponsor's logo and the link to their website on the women's cycling team website - www.kolesarke.si
- objava in predstavitev na družbenih omrežjih ženske kolesarske ekipe (FB itd.)
posting the presentation of the sponsor on social media pages of the women's cycling team (Facebook, etc.)
- objava celostranskega oglasa in logotipa v predstavitveni brošuri ekipe
the publication of a full-page ad and the logo in team's presentation brochure
- deljenje promocijskega materiala na največjih kolesarskih dirkah v tujini
handing out promotion material at the biggest cycling races abroad
- možnost objave fotografij ženske ekipe BTC City Ljubljana v reklamne namene
the opportunity for publishing photos of the BTC City Ljubljana team for advertising purposes

10 000 EUR
SREBRNI
POKROVITELJ
SILVER SPONSOR

- objava logotipa pokrovitelja v pasici pokroviteljev vedno, ko bodo objavljeni vsi pokrovitelji ženske ekipe
the positioning of the sponsor's logo on the sponsors' banner whenever all sponsors are mentioned
- objava logotipa na vidnem mestu vozila
the positioning of the sponsor's logo in a visible spot on the team vehicle
- objava logotipa na zgornjem delu dresa profesionalne ekipe
the positioning of the sponsor's logo on cycling jerseys of racers
- objava logotipa in povezave na spletni strani ženske ekipe www.kolesarke.si
the positioning of the sponsor's logo and the link to their website on the women's cycling team website - www.kolesarke.si
- objava in predstavitev na družbenih omrežjih ženske kolesarske ekipe (FB itd.)
posting the presentation of the sponsor on social media pages of the women's cycling team (Facebook, etc.)
- objava logotipa v predstavitveni brošuri ekipe
the publication of a full-page ad and the logo in team's presentation brochure
- možnost objave fotografij ženske ekipe BTC City Ljubljana v reklamne namene
the opportunity for publishing photos of the BTC City Ljubljana team for advertising purposes

5 000 EUR
BRONASTI
POKROVITELJ
BRONZE SPONSOR

- objava logotipa pokrovitelja v pasici pokroviteljev vedno, ko bodo objavljeni vsi pokrovitelji ženske ekipe
the positioning of the sponsor's logo on the sponsors' banner whenever all sponsors are mentioned
- objava logotipa na vidnem mestu vozila
the positioning of the sponsor's logo in a visible spot on the team vehicle
- objava logotipa in povezave na spletni strani ženske ekipe www.kolesarke.si
the positioning of the sponsor's logo and the link to their website on the women's cycling team website - www.kolesarke.si
- objava in predstavitev na družbenih omrežjih ženske kolesarske ekipe (FB itd.)
posting the presentation of the sponsor on social media pages of the women's cycling team (Facebook, etc.)
- objava logotipa v predstavitveni brošuri ekipe
the publication of a full-page ad and the logo in team's presentation brochure
- možnost objave fotografij ženske ekipe BTC City Ljubljana v reklamne namene
the opportunity for publishing photos of the BTC City Ljubljana team for advertising purposes



KOLEDAR DIRK — SEZONA 2018

RACE CALENDAR — SEASON 2018

	OD	DO	IME DIRKE	DRŽAVA	KATEGORIJA
	START	FINISH	RACE	COUNTRY	CATEGORY
	MAREC MARCH				
1	3. 3. 2018	3. 3. 2018	Strade Bianche	ITA	1. WWT
2	11. 3. 2018	11. 3. 2018	Women's WorldTour Ronde van Drenthe	NLD	1. WWT
3	18. 3. 2018	18. 3. 2018	Trofeo Alfredo Binda - Comune di Cittiglio	ITA	1. WWT
4	22. 3. 2018	22. 3. 2018	Driedaagse De Panne-Koksijde	BEL	1. WWT
5	25. 3. 2018	25. 3. 2018	Gent-Wevelgem In Flanders Fields	BEL	1. WWT
	APRIL APRIL				
8	1. 4. 2018	01. 4. 2018	Ronde van Vlaanderen / Tour des Flandres	BEL	1. WWT
9	15. 4. 2018	15. 4. 2018	Amstel Gold Race Ladies Edition	NLD	1. WWT
10	18. 4. 2018	18. 4. 2018	La Flèche Wallonne Féminine	BEL	1. WWT
11	22. 4. 2018	22. 4. 2018	Liège-Bastogne-Liège Femmes	BEL	1. WWT
	MAJ MAY				
16	4. 5. 2018	6. 5. 2018	Tour of Chongming Island UCI Women's WorldTour	CHN	2. WWT
17	10. 5. 2018	13. 5. 2018	Amgen Breakaway from Heart Disease Women's Race empowered with SRAM	USA	2. WWT
18	19. 5. 2018	22. 5. 2018	WWT Emakumeen XXXI. Bira	ESP	2. WWT
	JUNIJ JUNE				
20	13. 6. 2018	17. 6. 2018	OVO Energy Women's Tour	GBR	2. WWT
	JULIJ JULY				
24	6. 7. 2018	15. 7. 2018	Giro d'Italia Internazionale Femminile	ITA	2. WWT
25	26. 7. 2018	26. 7. 2018	La Course by Le Tour de France	FRA	1. WWT
26	28. 7. 2018	28. 7. 2018	Prudential RideLondon Classique	GBR	1. WWT
	AVGUST AUGUST				
28	10. 8. 2018	10. 8. 2018	Crescent Vårgårda TTT	SWE	1. WWT
29	12. 8. 2018	12. 8. 2018	Crescent Vårgårda	SWE	1. WWT
30	16. 8. 2018	19. 8. 2018	Ladies Tour of Norway	NOR	2. WWT
31	25. 8. 2018	25. 8. 2018	GP de Plouay - Lorient Agglomération	FRA	1. WWT
32	28. 8. 2018	02. 9. 2018	Boels Ladies Tour	NLD	2. WWT
	SEPTEMBER SEPTEMBER				
35	16. 9. 2018	16. 9. 2018	Madrid Challenge by la Vuelta	ESP	1. WWT
	OKTOBER OCTOBER				
40	21. 10. 2018	21. 10. 2018	Tour of Guangxi Women's WorldTour	CHN	1. WWT

ANNA ZITA MARIA STRICKER
CORINNA LECHNER
EUGENIA BUJAK
HANNA NILSSON
JELENA ERIĆ
POLONA BATAGELJ
URŠKA ŽIGART
URŠA PINTAR
TANJA ELSNER
MIA RADOTIĆ
SAŠA ŽAVBI KUNAVER
ULA BERLAN
HAJDI ZAJC



Ženska kolesarska ekipa BTC CITY LJUBLJANA 2017
Women's cycling team BTC CITY LJUBLJANA 2017

Kontaktne osebe | Contact

Maja Oven
maja.oven@btc.si

Bane Milošević
banemilosevic007@gmail.com

Sara Bogomolec
sara.bogomolec@btc.si

ŽENSKA
KOLESARSKA
EKIPA
BTC CITY
LJUBLJANA
WOMEN'S
CYCLING
TEAM
BTC CITY
LJUBLJANA



Mestna občina
Ljubljana



Izdal | Publisher
BTC d. d.

Lektura & prevodi | Proofreading & Translation
Mamblin d. o. o.

Fotografije | Photography
Arhiv BTC d. d. | Archive BTC d. d.

Oblikovanje | Design
Saatchi&Saatchi

PRILOŽNOSTI ZA POKROVITELJE
SPONSORSHIP OPPORTUNITIES