

## **Beking Charity Auction 2025: A special evening where sport meets solidarity**

*From champion memorabilia to projects for the youngest fans, this is a unique event that brings everyone together for a worthy cause.*

Passion for sport, excitement about great champions and the desire to make a difference come together once again at BEKING 2025. This year's Charity Auction promises to be an unmissable event, designed to surprise sports enthusiasts and supporters of social initiatives alike. Every item and every bid will represent not only an exclusive memento from the world of sport, but also a meaningful contribution to charitable projects that promote inclusion, education and growth through sport.

This year's auction will feature extraordinary items donated by athletes who have left their mark on recent sporting history. Highlights include **Jonathan Milan's** bike and green jersey, as well as **Lotte Kopecky's** Zurich 2024 World Champion bike. Several of **Tadej Pogačar's** iconic jerseys will also be auctioned, including his yellow, rainbow and European champion jerseys. Guests will also have the chance to bid on **Pauline Ferrand-Prévot's** Tour de France Femmes leader's jersey, which marks a landmark moment for French cycling, as well as the **Tudor Pro Team's** very first yellow helmets, which were worn during the opening stage of the 2025 Tour de France.

Other emotional memorabilia include **Lindsey Vonn's** helmet and prestigious items donated by **Jannik Sinner** and **Carlos Sainz**. Football fans will also be excited by shirts from **Ballon d'Or winners Jean-Pierre Papin, Ousmane Dembélé and Luka Modrić**, as well as other signed jerseys. Every bid will directly support BEKING's charitable projects, which promote inclusion and use sport as a tool for social development.

**Elia Viviani**, one of BEKING's earliest and strongest supporters, is highlighting the importance of this moment. Despite competing at the Gent Six Days on 23 November, the champion is determined not to miss the charity auction. *"I'll do everything I can to attend the dinner and the auction,"* he said. *'For me, contributing to this initiative is incredibly meaningful. Being part of a cause like this is worth more than any sporting victory.'* *Sport isn't just about competition and medals — it's also a powerful instrument of solidarity, capable of bringing people together and making a real difference to the lives of those in need. That's why I simply couldn't miss it."*

BEKING 2025 once again confirms its identity as an event that goes far beyond the celebration of sport to become a true meeting point for passion, community and social commitment.

It's an opportunity to experience the energy of top athletes first-hand, discover unique memorabilia, and take part in exclusive events — where every action, every bid, and every smile helps to support meaningful projects. It's a night that brings everyone together for a shared experience, where sport becomes a vehicle for solidarity and growth for all.