BEKING

BACK TO BIKE

THE POWER OF COLLABORATION: THE PARTNERS BEHIND BEKING 2026

In Monaco, businesses, athletes and the community come together to support a cycling event that puts sport at the service of social causes.

Monaco, [date] – When a company chooses to sponsor a sporting event, visibility is often one of its main objectives. The partners behind BEKING, returning to Port Hercule on 29 November for its sixth edition, contribute to something that goes beyond traditional sponsorship: an event that uses cycling as a platform to promote social initiatives and shared values beyond competition.

TUDOR, LCL, Domaine La Rouillère, Cetilar Nutrition, Prometheus, I feel Slovenia, Skinius, Farmacia Internazionale and **Orion Investment** are among the companies and brands supporting BEKING 2026.

A different kind of sporting event

At BEKING, professional athletes help bring attention to social causes, engage with the public and show younger generations how sport can translate into positive action.
Education is also an integral part of the project. Through cycling, BEKING promotes respect, road safety, environmental awareness and a sense of responsibility. These are values that encourage younger generations to be more mindful of others and of the world around them.

When partnerships make a difference

The contribution of companies from different sectors provides the resources needed to organise the event and develop its related activities, including projects for children such as the educational booklet. This enables BEKING to direct proceeds from registrations and other initiatives, including the charity auction, to the organisations it supports.

Thanks to this collective commitment, funds have been raised over the years for charitable foundations and organisations in Monaco, Italy and around the world. For companies, being part of BEKING means connecting with the international cycling community and contributing to a project with strong local roots, where brand visibility goes hand in hand with a shared commitment to a wider cause.

A collective effort

BEKING is organised by the BEKING Association, with the support of its founding members and professional athletes, who act as ambassadors for the initiative. Its model is built on the contribution of different stakeholders: athletes who give their time and presence, partners who help make the event possible, organisations working towards their respective causes, and a community brought together by shared values.

The race is only one part of the experience. The broader ambition is to show what can happen when sport becomes a meeting point for people and organisations united by the desire to contribute to something bigger.

BEKING — Cycling can do more.

Founded in 2023, the **BEKING Association** is a non-profit born from the BEKING cycling event in the Principality of Monaco. It raises funds to promote sport, education, sustainable mobility and environmental awareness, with a focus on families, children, schools and local communities, and supports partner foundations sharing its values.