



**EuroVelo & Cycling
Tourism Conference**
Balatonfüred
24-26 September 2025

**Join us as a partner
at the biggest cycling
tourism conference
of the year!**



**VISIT
Balaton 365**





- After Spain, Turkey, and Denmark, Hungary will host the **annual conference of the European Cyclists' Federation on EuroVelo and cycling tourism**. At the event, we'll gain first-hand insight into the latest trends and business opportunities in **sustainable tourism and the cycling sector**.
- The **3-day conference** offers not only a professional programme, but also unparalleled networking opportunities, with two evening receptions and exciting cycling tours.
- This event is a unique platform for companies looking to directly engage with **cycling industry professionals from Hungary and abroad**, as well as key decision-makers in Hungarian tourism.

Welcome to Balaton!

Lake Balaton welcomes visitors with unparalleled experiences all year round. The **gently rolling panorama** and the **charming lakeside towns** both contribute to its magic. Whether you're seeking active adventures or peaceful relaxation, you'll find the perfect programme here.

Hungary's largest lake is not only a paradise for beach lovers but also a treasure trove for **nature enthusiasts and hikers**. Thrill-seekers can enjoy cave tours, horseback riding, SUP, and even winter ice rinks. Exploring the picturesque buttes, viewpoints, and arboretums promises unforgettable moments.

Cycling enthusiasts will feel right at home: the well-established bike routes around the lake offer an unforgettable ride. Riding around the lake is on every Hungarian cyclist's bucket list. Medieval castles, grand estates, and charming villages take you back in time, while contemporary exhibitions and festivals bring the region to life. Local wines, fresh fish dishes, and farmers' markets promise a true gastronomic adventure. *And we have a common Hungarian secret: almost all of us have been or will be in love on the shores of the Hungarian sea.*

Be invited to experience the magical atmosphere of Lake Balaton!





Become our partner!

As a **sponsor** or **supporting partner** of this exceptional event, you will have numerous opportunities to engage with participants and establish direct connections.

The conference is expected to welcome **300+ guests from more than 30 countries**, including international cycling and tourism professionals, Hungarian tourism organizations, active tourism stakeholders, municipalities, accommodation providers, destination management organizations, and investors.

APPLICATION DEADLINE:
31 MAY 2025

The programme will be put together by an international professional committee and the draft programme is expected to be published [HERE](#) in May. You can find the conference introductory video [HERE](#).

<https://eurovelo2025balatonfured.com/en/home/>



Sponsorship proposal

PACKAGE OFFERS	FÜRED	TIHANY	BADACSONY	CSOPAK
On-site appearances				
Invitations to the event	8	6	4	2
On-site naming sponsorship opportunity for the cycling parade organized on the first day (24 September)	✓			
An appearance with a custom installation or promotional material (up to 10 m2) at the event's external or internal location (from the afternoon of day 1 until the evening of day 2)	✓	✓	✓	✓
Placement of promotional items in the welcome bag	✓	✓		
Continuous screening of your own promotional video (up to 1.5 minutes) in the communal areas	✓	✓		
Display of logo on the on-site press wall	✓			
Display of logo on the conference website	✓	✓	✓	✓
	2 500 EUR	2 000 EUR	1 100 EUR	700 EUR



Custom sponsorship opportunities

Welcome
bag with
sponsor
logo

(300-400pcs)
650 EURO

Cycling cap or
jersey

for the guests
(300-400 pcs)
650 EURO

Branded
water bottle
for the guests

(300-400 pcs)
650 EURO

Catering
sponsorship

(for lunch or dinner)
individual agreement

The custom sponsorship opportunities are available exclusively with the Füred, Tihany, Badacsony, and Csopak packages!

For the custom sponsorship opportunities, only one sponsor will be able to appear in each specified way.

The listed prices do not include VAT.

Contact us!

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