

Scheldeprijs 2025



Hospitality & publicity
Wednesday April 9, 2025



113th SCHELDEPRIJS

Wednesday April 9, 2025

Scheldeprijs 2024 for Men Elite was a top edition with a terrific field of competitors and Tim Merlier as the overall winner. Under a radiant sun, not only the riders but also the numerous crowds who turned up enjoyed our sprint classic.

Among the Women Elite, Lorena Wiebes picked up the trophy for the fourth time in a row. As one of the fastest riders in the women's peloton, she won the sprint very convincingly.

That both riders each became European champion in September 2024 proves that they have the fastest sprinters' legs of either peloton. We eagerly await their presence during Scheldeprijs 2025.

We can describe the 2024 edition as a party edition. With 800 VIPs seated at dining tables and 400 in our VIP café, the mark of 1,200 guests was exceeded. This year, we are all eagerly looking forward to the festivities in Schoten. With top teams in the men's and women's races and a course that will provide spectacle and excitement, we are ready for it.

To enjoy the day even more, we will have a varied range of catering for VIPs and the public. Our renovated VIP tent with its spacious terrace will guarantee a day of culinary and sporting excellence.

Our VIP locations will be located in the finish zone, so that our guests don't have to miss anything of the sporting spectacle. You can watch the start and finish of the women's race and the final of the men's race from the first row. Escapees will want to take their chance on a fast local circuit with three local laps each time, but it is often the fastest legs that are victorious.

As every year, the participants give the best of themselves for the diamond trophy, donated by Van Ranst jewellers in Schoten. The top sprinters present will fight to their last gasp for this unique work of art.

In addition to the gourmet lunch, there will also be a VIP café with a wide range of food and drinks and a musical performance by Domino after the race, so that everyone can celebrate with us on this day and follow the best sprints of the spring.

Wednesday 9 April 2025 will be a top day for Schoten, a party for young and old, exuberant supporters, lively cafés and the atmosphere of yesteryear, which has had cycling fans flock to Schoten since 1926.

We would like to explicitly thank all our authorities and partners for their invaluable support in preparing this edition.

Jack Vissers
Chairman

VIP package 'Gold'

Schoten



📍 LOCATION

Schoten VIP zone

★ PROGRAMME

- Welcome reception
- Personalised VIP table (from 8 people)
- Culinary 4-course VIP lunch
- Attend local round(s) and finish Scheldeprijs
- Live TV broadcast of the Scheldeprijs on big screens
- Reception with a DJ and musical performance by Domino

🕒 TIMING

- 11.30 a.m.** Opening of the car park in Kasteeldreef
Welcome reception | Zeeland Oyster bar | Champagne
Start Scheldeprijs Women Elite
- 12 noon** Personalised VIP-table (from 8 people) | Lavish 'gold' culinary 4-course VIP-lunch
Attend local round(s) and finish Scheldeprijs Women Elite and Scheldeprijs Men Elite, from the 'Gold' VIP tent
- 6 p.m.** Reception with food trucks & open bar
Access to 'VIP Café' zone
- 9 p.m.** Closure of the VIP zone

€ **285**
p.p. excl. VAT

VIP tent GOLD Entrance Kasteeldreef, between Jozef Hendrickxstraat and Churchilllaan

VIP Café Entrance Kasteeldreef, between Jozef Hendrickxstraat and Churchilllaan

VIP package 'VIP Café' Schoten

📍 LOCATION

Schoten VIP zone

★ PROGRAMME

- Attend local round(s) and finish Scheldeprijs
- Live TV broadcast of the Scheldeprijs on big screens
- Access to the 'VIP Café' VIP location
- VIP Café with food trucks & open bar
- Reception with a DJ and musical performance by Domino

🕒 TIMING

- 2.15 p.m.** Reception
Opening VIP Café with food trucks & open bar
Attend local round(s) and finish Scheldeprijs Women Elite and Scheldeprijs Men Elite, from the VIP Café
- 6 p.m.** Reception with food trucks & open bar
- 9 p.m.** Closure of the VIP zone

€ **145**
p.p. excl. VAT

VIP Café Entrance Kasteeldreef, between Jozef Hendrickxstraat and Churchillaan



Publicity



PUBLICITY

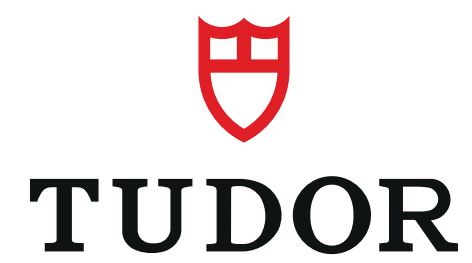
- Your advertisement in the official race programme.
- Circulation of 1.500 copies
- Offered to the public and VIP guests

1/4: € 500 excl. VAT

1/8: € 300 excl. VAT

Products and activities may not compete with those of the sponsors of the Scheldeprijs

Our partners





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Order tickets

www.scheldeprijs.be/en/hospitality

General sales terms and conditions at www.scheldeprijs.be/en/hospitality

Order form:



VIP Brochure:

