



PARIS 2024



de Varsovie á Paris !

CYCLING EXPEDITION



„de Varsovie  Paris !“

Cycling Expedition project invitation



Fundacja "Drogi Mazowsza" [Roads of Mazovia Foundation] would more than welcome your support, in financial terms and in kind, for the following project:

„de Varsovie 🚲 Paris !” Cycling Expedition

de Varsovie Paris !

Main project objective:

A charity cycling expedition to get children and adolescents from orphanages and low-income foster-care families more actively involved in sports.

We want to raise funds to buy bicycles for children of Mazovia during the **De Varsovie a Paris!** Cycling Expedition organised along Paris 2024 Summer Olympics.

Our goal is to raise funds to organise the expedition, plus PLN 92,500 from a fundraiser, and PLN 92,500 from project sponsors in exchange for mutual performance, to buy the bicycles:

PLN 185,000 = 1,850 km x PLN 100 = 100 bicycles





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Indirect project objectives:

- 🚲 transformation - to raise awareness of obesity, not only among children;
- 🚲 to raise awareness bicycle touring safety;
- 🚲 to raise awareness of cycling training safety;
- 🚲 to promote the UN Decade Action for Road Safety 2021-2030;
- 🚲 to promote corporate social responsibility of our project sponsors;
- 🚲 to promote statutory operations of the “Roads of Mazovia” Foundation.



What will the „**de Varsovie**  **Paris !**“
Cycling Expedition look like?

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The project is to be divided into 5 stages:

1. To invite and secure project partners [Oct 2023 - Feb 2024]
2. Fitness training and Prep Stage [Feb - Jun 2024]
3. De Varsovie a Paris! Expedition - to raise funds to buy bicycles for children during the expedition [10-25 Jul 2024]
4. A public tender for delivery of the bicycles to be purchased with the funds raised [Aug 2024]
5. To deliver the bicycles to the orphanages concerned. [Oct - Dec 2024]



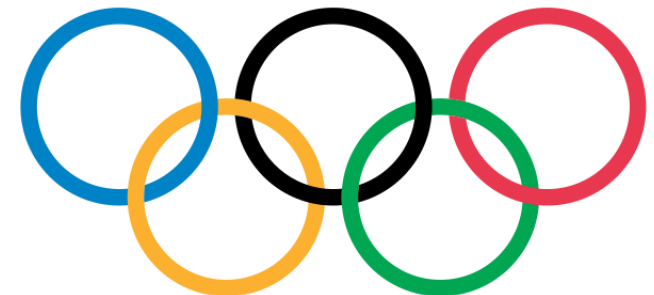
„de Varsovie Paris !“

„de Varsovie Paris !“ Expedition Schedule

-  **Start:** 10 July 2024
-  **Start venue:** Polish Olympic Committee
-  **Finish:** 26 July 2024
-  **Finish venue:** Paris Olympic Stadium
-  **Number of participants:** 1
-  **Number of technical support staff members:** 2
-  **Number of days:** 16
-  **Number of kilometres to cover:** 1,850



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Total project budget

1	Training camp	12	175,00 €	2100,00 €
2	Website	1	425,00 €	425 €
3	Social media	7	250,00 €	1 750 €
4	Media sponsorship	1	2 500,00 €	2 500 €
5	Expedition: accommodation	16	100,00 €	1 600 €
6	Expedition: board	16	100,00 €	1 600 €
7	Expedition: support vehicle, support staff	1	2 040,00 €	2 040 €
8	Expedition: media coverage	16	100,00 €	1 600 €
9	Expedition: technical service vehicle fuel, there and back	370	2,00 €	370 €
10	Expedition: cycling suit with project logo and partner logo, marketing materials	1	2 265 €	2 265€
11	Bicycles	100	462,00 €	46 250 €
IN TOTAL				62 500 €

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The Expedition will be a solo expedition by the project's author. He will also train for the expedition alone, to show that everyone must fight their own weaknesses on their own. Of course, they may have some support, but no one will do a barbell push pull for someone else, no one will cycle for someone else.

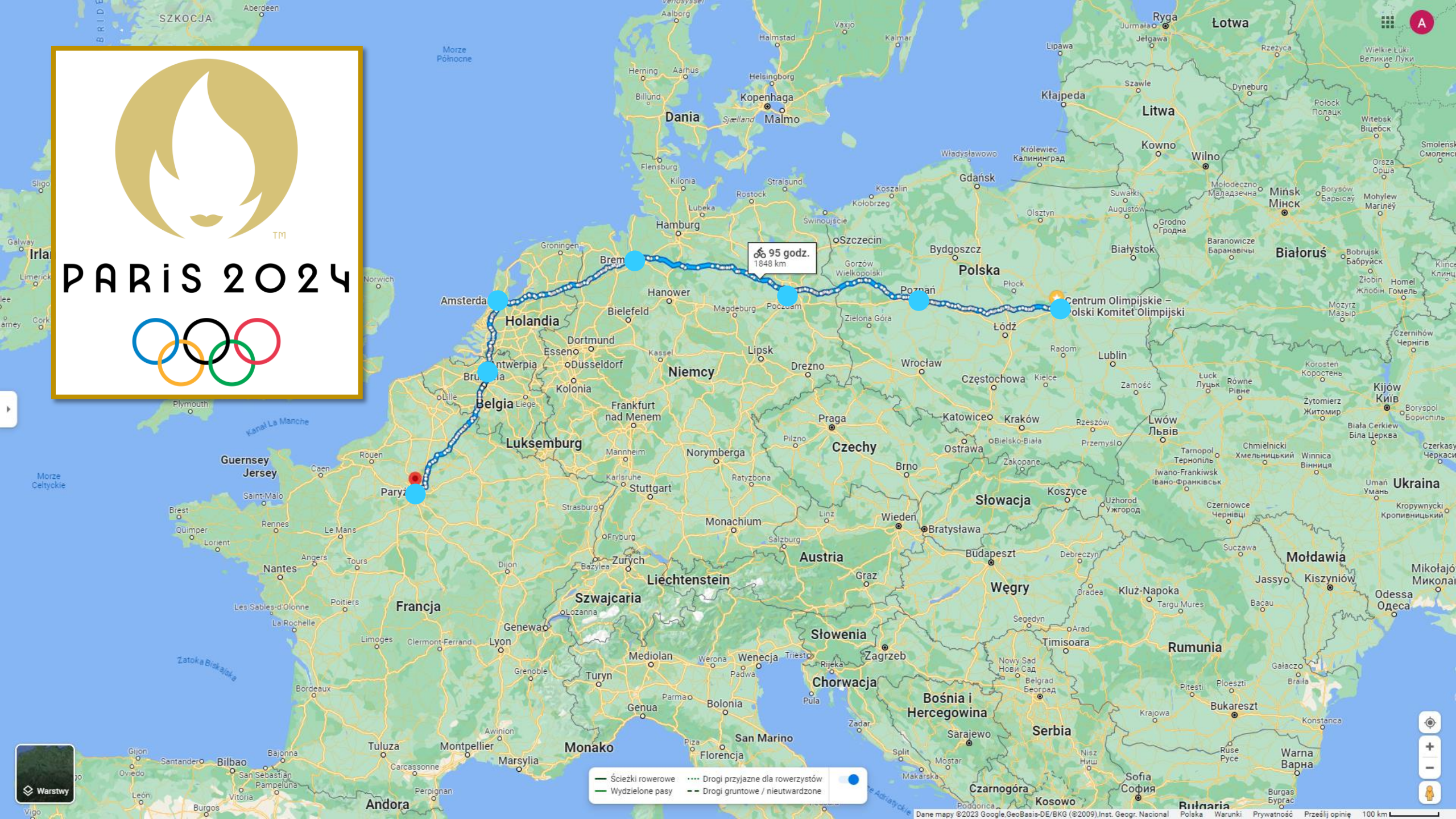
Using the Summer Olympics is intended, to lend some of its media coverage to the project objective, to raise interest, the Summer Olympics will enjoy just before its start. The Summer Olympics are also an incentive, a clearly determined point in time to get in perfect shape to.

The route will take us across Poland, Germany, the Netherlands, Belgium and France. Major cities along the route are Poznań, Berlin, Bremen, Amsterdam, Brussels, Paris. The route was planned based on existing international cycling routes.

We want to involve the Polish Olympic Committee and the French Olympic Committee in the project.

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What will the funds raised in
the **„de Varsovie**  **Paris !”** Cycling Project
be allocated to?

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We want to buy no less than 100 top brand bicycles such as Giant, Kellys, Kross. We do not want to buy bicycles that would fall apart on the very next day, or that will require excessive maintenance.

The bicycles will be purchased in a public tender, which will be divided into 4 stages 25 bicycles per stage, to avoid a situation, where no one would manage to deliver the entire purchase order, and we will buy no bicycles at all. Delivery of all bicycles by a single supplier is of course an option.

We want to start the bicycle distribution process in October 2024, to get it done before Christmas.

Simultaneously, we will collect offers from orphanages, to avoid backlogs. First, we will select facilities from Mazovia, subsequently from outside of the province.

10% of the bicycles will be delivered at a conference attended by foster-care children



Scale of obesity among children*

Obesity has been considered a disease and incorporated in the International Classification of Diseases (ICD-10): According to Polskie Towarzystwo Leczenia Otyłości [Polish Deasese Treatment Association], in Poland overweight and/or obesity affects:

- » 12.2% boys and 10% girls of pre-school age
- » 18.5% boys and 14.3% girls of school age

World Health Organisation report indicates that 32% Polish children aged 7-9 were reported obese. That means Poland is ranked 8 in Europe.

*pacjent.gov.pl



What causes obesity among children?*

The following contributes to an excessive weight gain:

- ⌘ irregular meals, a tendency to eat between meals
- ⌘ a sedentary lifestyle, little physical activity
- ⌘ high simple sugar consumption (sweets, drinks)
- ⌘ eating highly processed food (fast foods)

*pacjent.gov.pl



Physical activity level keeps decreasing

Only 6% children can do primary sports routines. The others have motor fitness deficiencies

A moderate physical activity, i.e. at least one hour a day of physical activity 7 days a week (WHO recommendations) was achieved by: in 2013 - 21%, 2018 - 15%, 2022 - 12% students aged 11-17.



Our survey

When implementing "Karta rowerowa dla Mazowsza. Pruszków" project [Bicycle License for Mazovia. Pruszków] (Autumn 2023) in schools across Pruszków county, as a follow-up of traffic education classes, we have made a survey, which implies that:

- 🚲 25% 4th graders (primary school students) have no bicycle
- 🚲 15% 4th graders have nothing to practice on for their exam
- 🚲 17% children got their first bicycle for their First Communion
- 🚲 1 child per class, or more, admit they cannot ride a bicycle at all
- 🚲 31% children use a bicycle after their elder siblings
- 🚲 2% of all 4th graders at school ride a bicycle as old as 40 years old (Pelikan, Wigry).





marketing activities and sponsorship package of the
„de Varsovie  **Paris !”** Cycling Expedition



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Marketing activities:

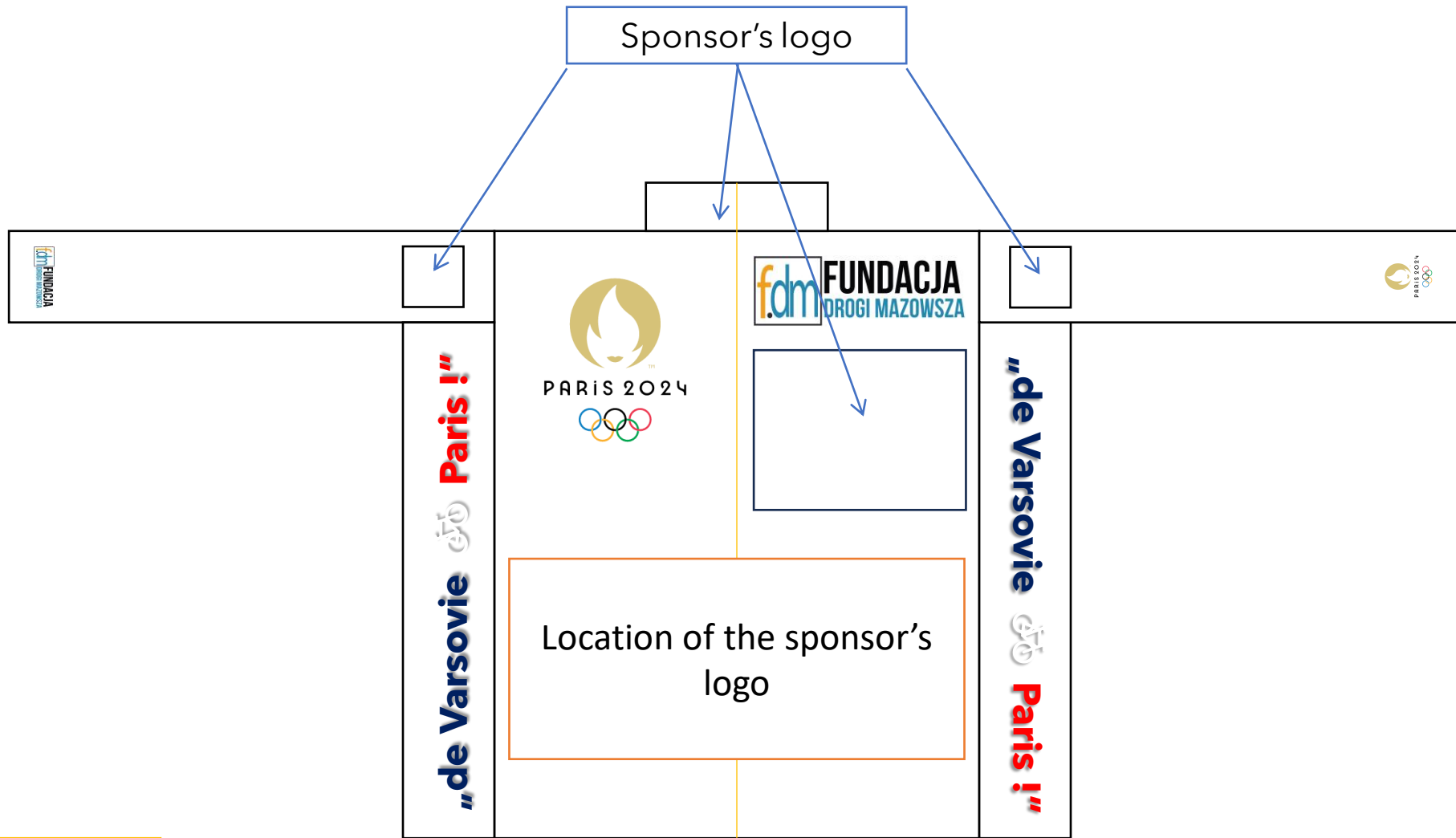
- 🚲 Enlisting the Polish and French Olympic Committee as honorary patrons for the project.
- 🚲 Securing media patrons for the project.
- 🚲 Project launch press release.
- 🚲 Training camp coverage, from the pre-expedition training stage
- 🚲 Promotion of the project at Bike Expo (PGE Narodowy)
- 🚲 An official start from the Polish Olympic Committee facility
- 🚲 A photo coverage of each expedition stage.
- 🚲 5 live coverages from Poznań, Berlin, Amsterdam, Brussels, Paris.
- 🚲 A press release once reached the finish line.
- 🚲 A press release on announcing the tender to buy the 100 bicycles.
- 🚲 A press release once a supplier of the bicycles has been selected.
- 🚲 A press release on delivery of the bicycles concerned.
- 🚲 An official hand-over of the bicycles.
- 🚲 The fundraising event income and expenses statement and project summary.



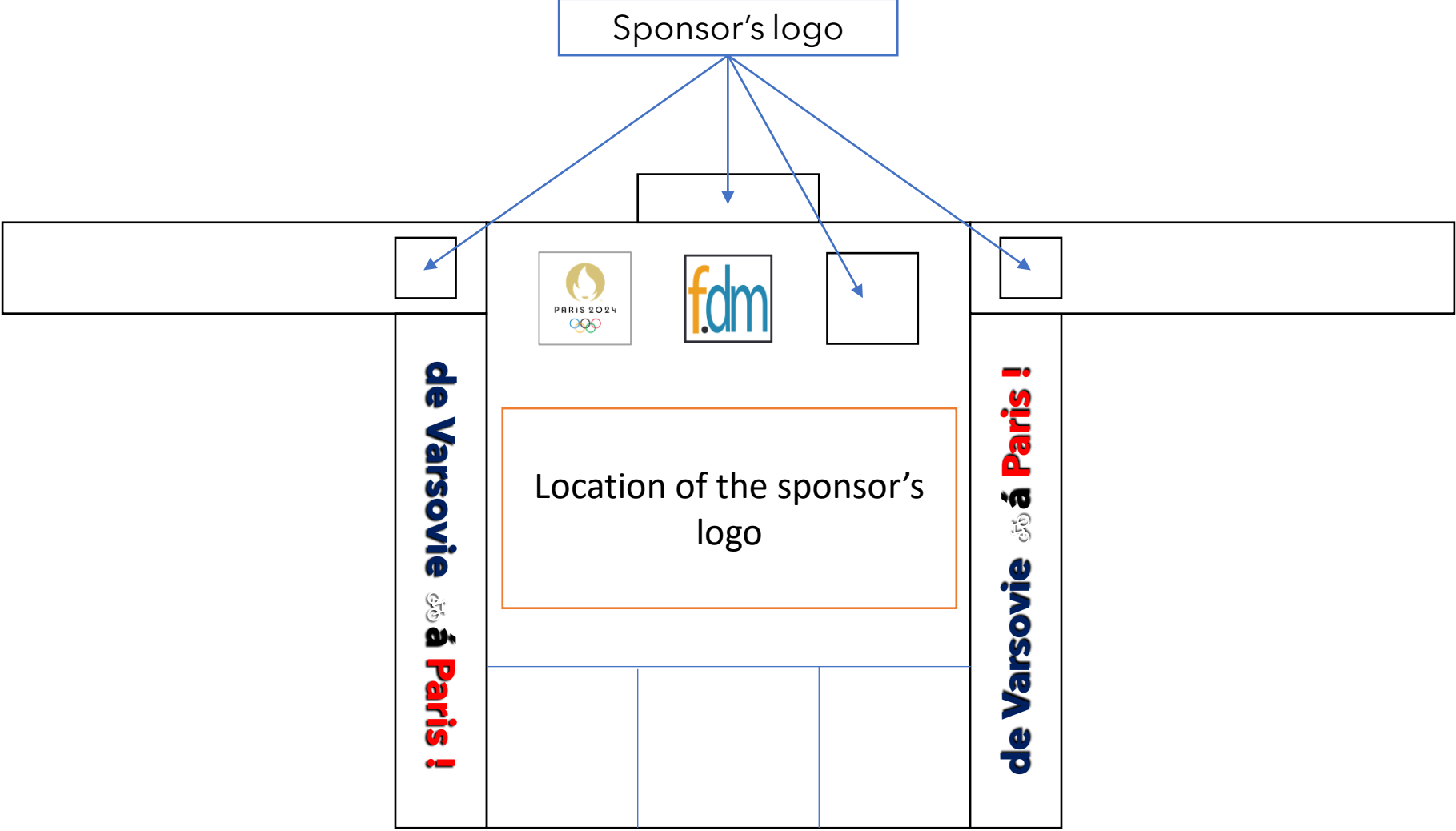
Minimum sponsor package:

- 🚲 Partner logo on a training suit, on actual expedition suit, on the suit to be worn when reaching Paris.
- 🚲 To be tagged in each coverage of the expedition, training and fitness stage. Total number of coverages: 32.
- 🚲 5 live coverages from Poznań, Berlin, Amsterdam, Brussels, Paris.
- 🚲 Bicycles to be branded with the sponsor's logo

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T-shirt front





Who are the authors of
the „**de Varsovie**  **Paris !**“ Project?

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The expedition is organised by
“Drogi Mazowsza” Foundation of Pruszków.





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From our outset, we merge sports with our statutory operations. Our original projects:

- „Półkolonie rowerowe. Mokotów” [summer day camp]
- „Półkolonie rowerowe. Pruszków”
- „Weekendowe wypady rowerowe” [Weekend cycling trips]

We supported the following cycling events:

- „Lang Team Maratony Rowerowe” [Lang Team Cycling Marathons]
- „Tour de Pologne”
- „Memoriał Królaka” [The Królak Memorial]

„de Varsovie Paris !”

Adam Sobieraj

CEO OF THE “DROGI MAZOWSZA” FOUNDATION

A licensed bicycle touring guide, PZM road traffic event emergency responder, driving teacher. Manager of Road Safety Projects within PZM [Polski Związek Motorowy, Polish Automobile and Motorcycle Federation], a spokesman of Zarząd Dróg Miejskich w Warszawie [Warsaw Road Authority] A mastermind behind cycling expeditions.

Author of „Karta rowerowa dla Mazowsza” [Bicycle license for Mazovia], author of „Drogi z klasą” [Classy Roads] website, author of road safety social media campaigns and education projects.

Autor of cycling routes for Tour de Pologne, Lang Team Maratony Rowerowe, Memoriał Królaka.



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PARTNERSTWO
DLA
BEZPIECZEŃSTWA
DROGOWEGO

Membership:

Partnerstwo dla Bezpieczeństwa Drogowego [Road Safety Partnership]

European Road Safety Charter



CONTACT

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