ROYAL BEERSCHOT CLUB

Hockey · Tennis · Padel

Partner Programme

Commercial partnerships · Season 2026–2027

Tradition. Ambition. Family.

— Tene Quod Bene

Groeningenlei 62, 2660 Kontich · www.beerschot.org



THE CLUB

A club with roots.
A partner with ambition.

Royal Beerschot Club is a club with deep roots and a clear vision. Built on tradition and driven by ambition, we offer a warm and inclusive environment where talent can grow and excellence is encouraged.

Our strength lies in our people — families, athletes, volunteers and partners — united by shared values and long-term commitment.

At Royal Beerschot Club, performance is never detached from identity. We believe in sustainable ambition, respect for our heritage, and in creating a place where partnerships are built on trust.

> *"Royal Beerschot Club is not just where we play. It is where we belong."*
>
> Where tradition lives, ambition grows and family comes first.



Home match — three generations in purple.

AT A GLANCE

One site. Many sports. One community.

125+

years of history

Founded on tradition and shaped by generations of families.

1.000+

club members

Hockey, tennis, padel, bridge and cycling — youth, adults and veterans.

20

pitches & courts

2 hockey pitches, 8 clay tennis courts (4 covered), 10 padel courts.

1.000+

padel players on site

Antwerp Padel Club plays here, next to 100+ members at the fitness studio.

7 days

a week, all year round

Sport, restaurant, terrace, pool and events — the site never stands still.

A–B axis

Antwerp – Brussels

Kontich, minutes from the E19, with ample new parking on site.

WHAT WE STAND FOR

Vision · Mission · Values

Vision

To be a club where tradition, ambition and family come together — a second home where people belong, grow and thrive through sport.

Mission

We bring people together through sport by offering a warm, inclusive and ambitious environment for recreational and competitive athletes alike.

Values

Tradition — honouring our 125-year legacy.
Ambition — growth and excellence for everyone.
Family — friendship, respect and belonging.

Tene Quod Bene

Hold on to what is good — and build the future from there.

Tradition gives us roots. · Ambition gives us direction. · Family gives us purpose.

INFRASTRUCTURE

A multi-sport site in our own hands

Royal Beerschot Club owns and operates its own site: twenty pitches and courts, a clubhouse with restaurant and panoramic terrace, a heated outdoor pool — and the space to keep growing. This is where your brand meets our members, every day of the week.

- ✓ 2 state-of-the-art hockey pitches
- ✓ 8 clay tennis courts — 4 covered in winter
- ✓ 10 padel courts
- ✓ Heated outdoor swimming pool
- ✓ 2 bridge rooms · 2 pétanque courts
- ✓ Fitness & bootcamp studio on site
- ✓ Restaurant, bar, lounge & mezzanine
- ✓ Panoramic terrace around the clubhouse
- ✓ Private events: receptions, meetings, parties
- ✓ Large new car park · room for a third pitch







Padel, tennis and pool on a summer day · pitch-side boarding at pitch 1

WHAT COMES NEXT

Club 2.0

We are investing in a fundamental upgrade of our clubhouse and site — one central place where members connect with each other and with our sports.

- New ground-floor bar, cafetaria and outdoor bar, directly connected to the pitches
- Polyvalent room and new kitchen for club life, hospitality and private events
- Refreshed changing rooms and sanitary facilities, plus kine & fitness on site
- New entrance and traffic flow, extra parking, greenery and a roof with solar panels



Architectural design impression — new clubhouse and terrace

Partners join at the right moment

The renewed clubhouse becomes the heart of the site: bar, terrace, events and business moments in one place. Partners who join now are visible in and around it from day one — and help make it happen.

THE CASE FOR PARTNERSHIP

Why partner with Royal Beerschot Club

A qualitative, loyal audience

More than 1.000 members and their families, plus padel players, guests and visitors. They come several times a week, all year round — and they notice who supports their club.

Visibility that keeps working

Pitch-side boarding at both hockey pitches, presence in the clubhouse, in our club mailings, on our digital channels and in live-streamed matches. Sport, hospitality and business in one location.

A business network, not just a logo

Through BeeConnect and our club events, partners meet members, entrepreneurs and each other. Many of our members are business owners and decision-makers themselves.

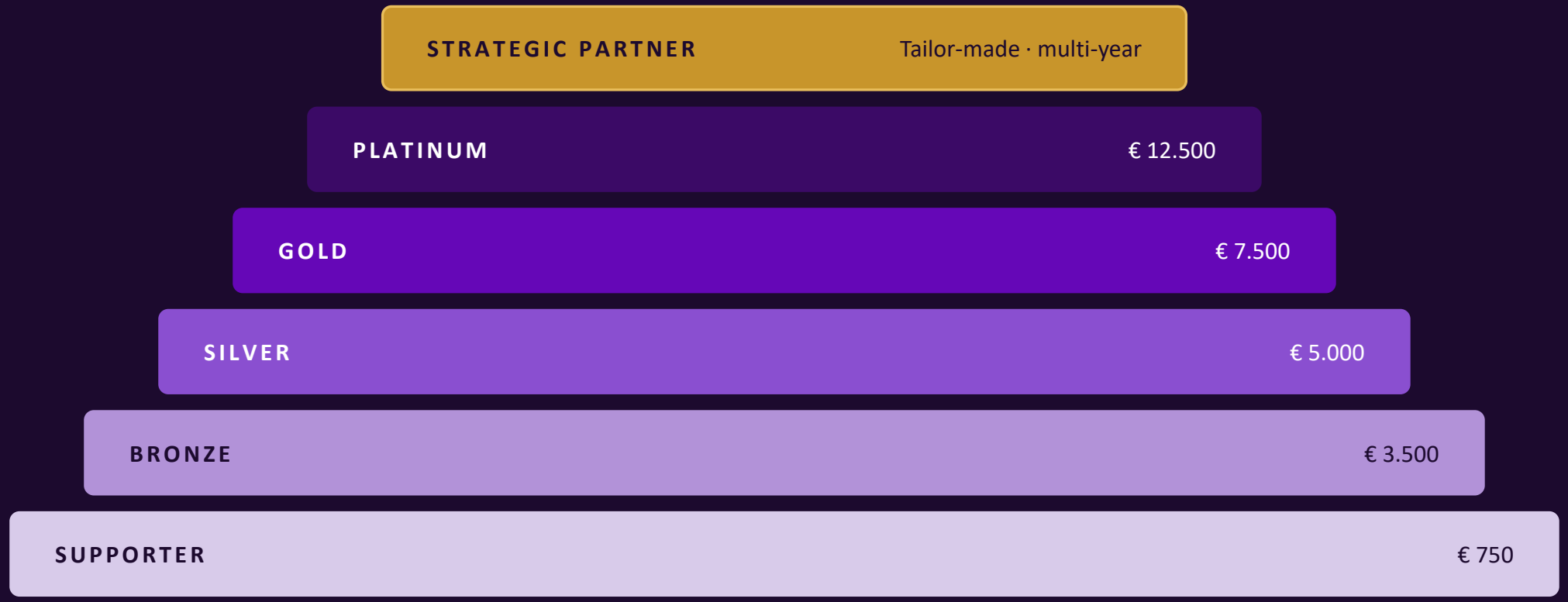
Impact you can point to

Your contribution goes straight into youth sport, coaching and facilities used by the whole community. A partnership with substance — not just exposure.

THE PROGRAMME

Five packs — and one layer above them

Choose the pack that fits your objectives. Every pack runs for a full season and can be agreed for multiple years. Above Platinum, a limited number of strategic partnerships are designed together with the Board.



All amounts are per season and excluding VAT. · The number of packs is limited per pitch and per sector.

COMPARISON

What is included in each pack

	STRATEGIC	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
Boarding pitch 1	**Tailor-made**	**Large format**	Standard	–	–	–
Boarding pitch 2	**Tailor-made**	**Large format**	Standard	–	–	–
Goal branding	✓	–	–	–	–	–
Logo in club mailings & digital channels	✓	✓	✓	✓	✓	✓
Visibility in live-streamed matches	✓	✓	–	–	–	–
BeeConnect business network	✓	✓	✓	✓	✓	–
Presence at our youth camps (stages)	✓	✓	✓	–	–	–
Fanclub memberships	**Tailor-made**	**2**	2	2	–	–
BeeBal — annual club ball	**Own table**	**Own table**	6 seats	4 seats	2 seats	–
Club membership included	✓	✓	✓	✓	✓	–
Investment per season (excl. VAT)	**On request**	**€ 12.500**	**€ 7.500**	**€ 5.000**	**€ 3.500**	**€ 750**

A strategic partnership includes the full Platinum pack; scope, exclusivity and duration are agreed in dialogue. Boarding formats and quantities are confirmed per pitch when the agreement is signed.

THE PACKS

Platinum & Gold

Our two premium packs: maximum visibility on both hockey pitches, hospitality at our flagship events and full access to the club's business network.

PLATINUM

€ 12.500

per season, excl. VAT

- Large-format boarding on pitch 1 and pitch 2
- Visibility in live-streamed matches
- Your own table at the BeeBal
- BeeConnect business network membership
- Presence at our youth camps (stages)
- 2 fanclub memberships + club membership
- Logo in club mailings and digital channels

GOLD

€ 7.500

per season, excl. VAT

- Standard-format boarding on pitch 1 and pitch 2
- BeeConnect business network membership
- 6 seats at the BeeBal
- Presence at our youth camps (stages)
- 2 fanclub memberships + club membership
- Logo in club mailings and digital channels

A limited number of boards is available per pitch · Gold can upgrade to large-format boarding on request.

THE PACKS

Silver, Bronze & Supporter

Accessible ways to be part of the club — for local entrepreneurs, professionals and friends of Royal Beerschot Club.

SILVER

€ 5.000

per season, excl. VAT

- BeeConnect business network membership
- 4 seats at the BeeBal
- 2 fanclub memberships
- Club membership included
- Logo in club mailings and digital channels

BRONZE

€ 3.500

per season, excl. VAT

- BeeConnect business network membership
- 2 seats at the BeeBal
- Club membership included
- Logo in club mailings and digital channels

SUPPORTER

€ 750

per season, excl. VAT

- Your name or logo in our club mailings
- Listed on the partner page of beerschot.org
- An invitation to our club moments

Ideal for self-employed members and friends of the club.

ABOVE PLATINUM

Strategic Partner

For companies that want more than visibility. A strategic partnership is a multi-year commitment, designed together with the Board of Royal Beerschot Club and built around your objectives — not around a price list. We reserve this level for a small number of partners.

Naming & presence

Naming of a facility — a pitch, the padel courts, a clubhouse room or the terrace. Goal branding, and brand integration in the new clubhouse.

Category exclusivity

Sole partner in your sector, with a first right of renewal and protection against competing brands on our site.

Co-created activation

Your own event on our site, offers for our members, joint content and campaigns, or a youth and community programme carrying your name.

Business & hospitality

Privileged access to BeeConnect, hospitality at top matches, and use of the clubhouse for your own client events.

Includes the full Platinum pack · Scope, duration and investment agreed in dialogue with the Board

ACTIVATION

Moments that bring us together

A partnership lives through moments. These are the occasions where partners, members and guests actually meet.

BeeBal

Our annual club ball — the social highlight of the season. Platinum and strategic partners host their own table.

BeeConnect

The club's business network: informal meetings between partners, members and local entrepreneurs.

Youth camps & tournaments

Holiday camps (stages) and tournaments bring hundreds of children and parents onto the site.

Clubhouse & private hire

Restaurant, bar, terrace, mezzanine and polyvalent room — for club life and for your own events.

Also possible: a team day on our site, padel or hockey clinics for your staff and clients, a partner match day, or an evening in the clubhouse with your own guests. We are happy to think along.

NEXT STEPS

How we work together

1

Introduction

A conversation about your company, your objectives and what you want a partnership to achieve.

2

Proposal

A pack from this programme, or a tailor-made proposal for a strategic partnership.

3

Agreement

One season or multi-year, signed with the club. Clear deliverables, clear timing.

4

Activation

Production and installation, launch communication, invitations — and one contact person all season.

Let's talk

Jean-Paul Van Damme
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