

B  KING

B A C K T O B I K E

BEKING WAS CONCEIVED DURING THE PANDEMIC PERIOD WITH THE AIM OF ORGANIZING A CYCLING EVENT UNIQUE IN THE WORLD THAT DIRECTLY INVOLVED PROFESSIONAL CYCLISTS.

AN EVENT DEDICATED TO EVERYONE — CYCLING ENTHUSIASTS, FAMILIES AND CHILDREN — AND AN INVITE TO DISCOVER THE BENEFITS OF THIS SPORT.

[CLICK HERE TO WATCHING THE VIDEO: BEKING 2021](#)

In partnership with



A format by



AWE
INTERNATIONAL
Group.



CMT
live your passion

For the benefit of



FONDATION
PRINCESSE
CHARLÈNE
DE MONACO



fight aids monaco

MAIN ASSETS

THE RIDERS

A team of professional and legendary cyclists, the best of the world's elite riders gathered in one single event: World Champions, Olympic Champions, Grand Tour Winners, Monuments Winners, the top-level sprinters and the best domestiques.

The most famous athletes from different countries are invited to compete and make Monaco Beking one of the best and most spectacular criterium race out there.

The **2021 edition saw competitors such as:** Matteo Trentin, Peter Sagan, Chris Froome, Geraint Thomas, Primož Roglič, Tadej Pogačar, Sonny Colbrelli, Philippe Gilbert, Elia Viviani and many others.



RACE AND EXPERIENCE

An adrenaline-packed schedule consisting of two races: an official UCI **criterium** and a **Pro/Am** race.

THE CRITERIUM

A high-adrenaline challenge that will see more than **40 cycling champions** competing in the heart of Monte Carlo, on a street circuit offering breathtaking challenges among the famous bends and straights of the Principality.

Highlights of the 2021 edition have been broadcasted in 56 countries.

THE PRO/AM RACE

An event designed to involve fans and make them the protagonists: **15 teams** composed of 2 PRO riders, 1 ambassador athlete from the Charlene De Monaco Foundation and 2 amateur cyclists will compete on the Criterium circuit.



THE RIDERS PARTY

An **exclusive party** – an opportunity for athletes, ambassadors and sponsors to meet, socialize and have fun. It will be the **closing event of the season** and aims to become a regular event in Monte Carlo.

The occasion includes a **gala dinner followed by a charity auction** offering unique items and exceptional experiences; the funds raised will be officially donated to the representatives of two chosen Foundations.





CHARITY

The event has the privilege to be held under the aegis of **Her Serene Highness Princess Charlene of Monaco** as part of her Foundation, and it has the objective to raise awareness and money for specific projects.

In the 2021 edition, the charity auction raised €84,700, which have been shared between the Princesse Charlene of Monaco Foundation and the Michele Scarponi Foundation.

<http://www.fondationprincessecharlene.mc/>

<https://www.fondazionemichelescarponi.com/>

The host charity foundation (Princess Charlene) has been confirmed for the 2022 edition and a second initiative will be selected from a non-profit organization linked to the world of cycling.

B KING
BACK TO BIKE

2022 EDITION

B=KING

BACK TO BIKE

MONACO 

 **2022**

SEE YOU ON

27TH NOVEMBER 2022

EVENT SCHEDULE

Pro/Am charity event from 9.30 a.m. to 11.15 a.m.

Comprising 15 teams, each including:

- 2 professional riders
- 1 Foundation's ambassador
- 2 paying members per team

09:00

BEKING EVENT OPENING

09:30

PRO/AM TEAMS PRESENTATION & CHARITY RACE

11:15

PRO/AM AWARD CEREMONY

11:30

KIDS RIDE WITH PROS (1H.)

13:30

RIDERS PRESENTATION

14:00

CRITERIUM

15:30

CRITERIUM AWARD CEREMONY

16:00

APERITIF ON THE TERRACE

17:00

THE END



PARTICIPATION OPPORTUNITIES

SPORT EXPERIENCE + RIDERS PARTY

The Pro/Am charity event will take place on 27th November, in Monaco, on the same Criterium route raced by professional riders.

The event will be open to 15 teams, each consisting of 2 professional riders, 1 Princess Charlene of Monaco Foundation's ambassador and 2 cycling enthusiasts of all abilities.

Attendance fee for the Beking experience: **€1,5k for each attendee**

The Beking experience pack includes:

- Beking gift bag (official jersey, helmet, glasses and more)
- VIP hospitality pass
- Participation to the ProAm ride
- Invitation for the Rider party (gala dinner + charity auction)

The second edition of the closing event of the Monaco Beking will take place **on 27th November in Monaco**. It is a chance to take part in a unique event featuring the greatest champions of all times as well as distinguished personalities.

The Riders' party offers you the opportunity to also attend the Gala dinner, followed by an exclusive Beking charity auction.

The special "Leading Group" tables will allow you to experience the Gala dinner as a protagonist, seated in the area reserved to riders, directly in front of the main stage.



- € 15K special “Leading group” table for 10 people
- € 10K table for 10 people
- € 4K for 2 invitations (shared tables)



THE MOST EXCITING TIME FOR A RIDER
IS WHEN HE DECIDES TO KEEP GOING,
EVEN THOUGH THE FINISH LINE IS STILL FAR AWAY.

FAUSTO COPPI

In partnership with

A format by

For the benefit of

