

GOLAZO



ROADMAP 2025

***WE ARE NOT
THE BEST COMPANY IN THE WORLD.
WE STRIVE TO BE THE BEST COMPANY
FOR THE WORLD
REALISING AN EVER INCREASING
SOCIAL IMPACT.***

BOB VERBEECK
FOUNDER GOLAZO

GOLAZO'S WHY



**HEALTHIER
& HAPPIER**



SOCIETY





Entrepreneur of the year[®] Onderneming van het Jaar[®] 2024 *Finalist*

EY Entrepreneur
Of The Year honors
unique Belgian companies
who demonstrate excellence
in areas such as innovation,
financial performance, social
responsibility, and personal
commitment to their
businesses and
communities.

STRATEGY
HEALTHIER AND HAPPIER SOCIETY

INNOVATION
CUSTOMER CENTRIC

ENTREPRENEURSHIP
JUST DO IT

**CORPORATE
GOVERNANCE**
MORALS ABOVE ALL

**FINANCIAL
PERFORMANCE**
GROWTH WITH NO RISKS

INTERNATIONALISATION
BE GLOBAL BY LA28

PERSEVERANCE
THERE IS NO FINISH LINE

THE ESSENCE



At Golazo, everything we do is driven by our purpose: striving for a healthier and happier society by inspiring people to lead a more dynamic lifestyle. While our primary focus is on physical wellbeing - movement, sleep, and nutrition - we also embrace broader aspects of wellness, including mental, social, workplace, and societal dimensions.



Our strategy is built around five business units: events, apps and experiences, corporate wellbeing programmes, brands, media, and talent representation. With an annual growth target of 15% in consumer reach, we remain committed to achieving consistent and impactful results.



Entrepreneurship is at the heart of Golazo. Our dynamic culture thrives on a “just do it” mentality, straightforward communication, and an honest, action-oriented approach. We take pride in being an activist company that actively champions our purpose and values. We aspire to be a company for eternity - there is no finish line. “Your Next Move” applies not only to our customers and consumers but also to our employees, continuously driving progress and innovation.



Innovation fuels our progress, encouraging us to reimagine event experiences and break boundaries. Since 2018, new products have grown to comprise 40% of our current portfolio. By seizing opportunities and forming strategic partnerships, we ensure that innovation stays central to our growth and impact. A new app to be launched in 2025 will mark a big step in the personalisation of our offers.



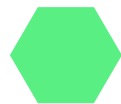
Our international expansion reflects our ambitious vision. We’ve also expanded into new territories and reinforced our presence in Africa, opening offices in Rwanda, Uganda, and South Africa, which now represent 20% of our activities. As internationalisation remains a core strategic focus, we plan to further strengthen our global presence with new offices in Boston (USA) and Abuja (Nigeria) in 2025.



Financially, we are on solid footing, with revenues growing organically by 26% to €150 million this year. This growth is driven by new markets, innovative products, and the exceptional expertise of our team. With a robust cash flow and a positive net cash position, we are well-positioned to realise our ambitious plans.



Governance is a cornerstone of Golazo’s success. We are proud to continue as a family-owned company, represented by Bob Verbeeck. The addition of two external directors, Angela Ruggiero and Amina Mohammed, along with a strengthened management team, reinforces our commitment to transparency, collaboration, and societal impact. Guided by the principles of our Golazo Manifesto, we consistently push boundaries and embrace new challenges.



Perseverance is embedded in our DNA. Our mission is endless, demanding continuous focus on financial buffers, decisiveness, agility, and out-of-the-box thinking. For us, the true joy of entrepreneurship lies in the journey, not just in reaching the summit. There is no finish line. As soon as one thing is done, we already start thinking about our next move.

What’s your next move?

GOLAZO GOLDEN CIRCLE

(inspired by Simon Sinek)

WHY

Why does Golazo exist?

Only very few companies can clearly articulate why they exist. Golazo exists to make our society healthier and happier.

Golazo challenges you to live your best life, invites you to take the next step, and inspires you to do this together with others. Our slogan 'your next move' represents the vision for the brand and the philosophy of the company.

HOW

How does Golazo realise this why?

It is how Golazo realises this which makes us truly unique. We focus on holistic wellbeing where physical, mental, social and societal wellbeing come together.

Golazo is a holistic movement. We focus on this broader mission, vision, values, and our impact on society and local communities.

WHAT

What does Golazo do to make society healthier and happier?

Golazo creates collective experiences. Golazo inspires, activates, promotes and motivates wellbeing for businesses, communities, and individuals.

Uniting teams, fans, and individuals into shared experiences sparks lasting change. Golazo creates events, nurtures athletes, curates content, crafts apps, provides corporate coaching and development, orchestrates campaigns and develops sponsorships and partnerships across the globe.

EVENTS & PERSONAL WELLBEING

MEDIA

CORPORATE WELLBEING

HOLISTIC WELLBEING

**HEALTHIER
& HAPPIER
SOCIETY**

PHYSICAL • MENTAL • SOCIAL • SOCIETAL

BRANDS & CONSULTANCY

TALENT REPRESENTATION



GO WITH
GOLAZO





GO WITH
GOLAZO





GO WITH
GOLAZO



PARIS 2024

PEAK

TEAM BELGIUM



GO WITH
GOLAZO









GO WITH
GOLAZO



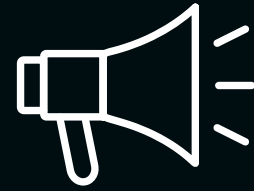
WE ARE GOLAZO





WELCOMING

Golazo communicates in an open and inclusive manner. We avoid jargon and keep the language warm and direct.



IDEALISTIC

Golazo confidently shares its beliefs and values, never hesitating to speak out when something contradicts our principles.



SINCERE

Transparency and honesty guide Golazo's actions. We genuinely believe in our approach as the best path forward, emphasising action over mere words.



BOLD

Golazo embodies confidence, innovation, and is unafraid to challenge the status quo or take risks. We inspire all to step out of the comfort zone and reach new heights.



ENERGETIC

Golazo brings forth bold ideas, ensuring that our language's rhythm and pace resonate with our vibrant spirit.



TIMELESS

Golazo doesn't chase fleeting trends. We are committed to longevity, upholding a robust vocabulary to withstand the test of time.

GOLAZO AS A DYNAMIC BRAND MARK

In combination with the logo type, the Golazo dynamic brand functions as abstract representations of what Golazo stands for. From setting a goal to being mindful, Golazo is building a movement. Through motion design and icons, abstract concepts can come to life in animation.



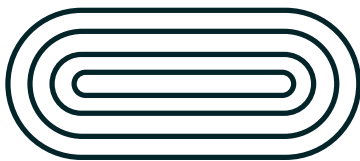
Your next **move**



Set your **goals**



Switch your **routines**



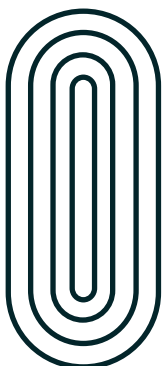
Step into the **arena**



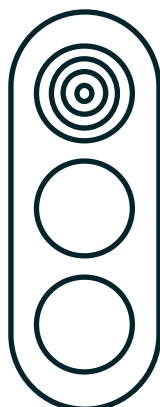
Embrace **change**



Clear your **mind**



Open **up**



You can't be stopped



Because we move **together**

THE GOLAZO MOVEMENT

The Golazo Movement revolves around your next move: as a business, as a leader and as a health enthusiast.

As the five interlaced rings of the Olympic Games represent the union of the five continents and the meeting of athletes throughout the world, these five Golazo rings

represent the intertwined activities which enable us to make society a healthier and happier place.

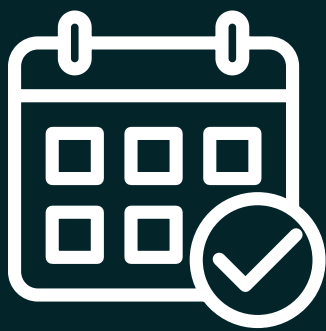
From great events to corporate coaching and development: together they support your holistic wellbeing.

People should be able to move through the Golazo universe with ease.



FACTS & STATS

80%
FAMILY OWNED



FOUNDED
18 OCT 1990

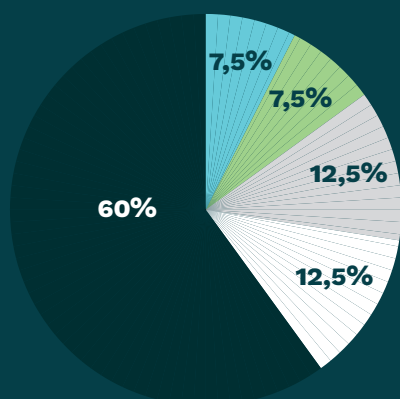
OVER **4**

MILLION PEOPLE ARE LEADING MORE ACTIVE AND HEALTHIER LIVES EVERY YEAR THROUGH OUR EVENTS AND APPS

15%

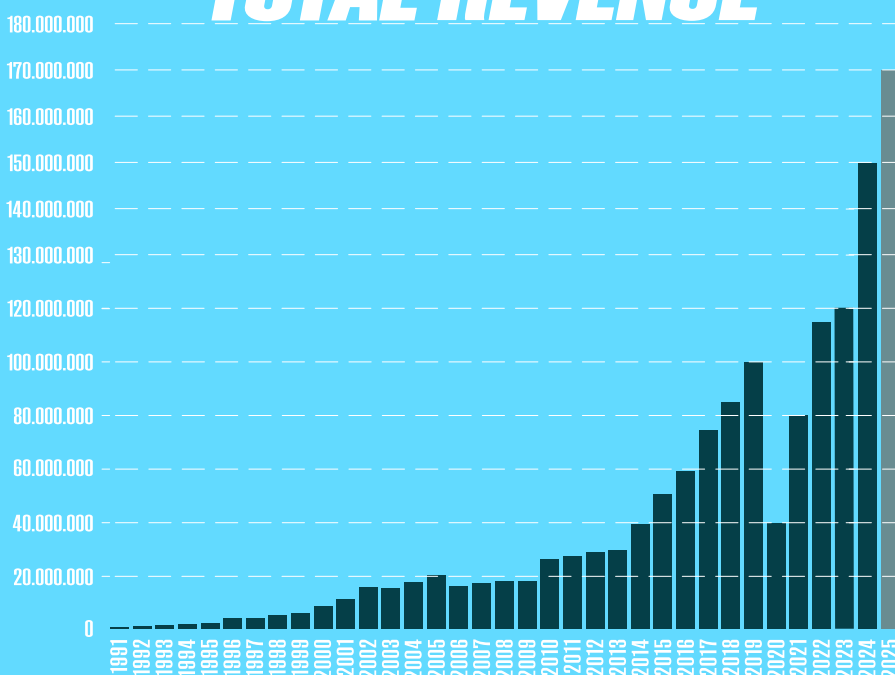
IS THE ANNUAL GROWTH RATE OF THE COMPANY SINCE 2014

MAIN ACTIVITIES % REVENUE



- Events
- Energy
- Brands
- Media
- Talent

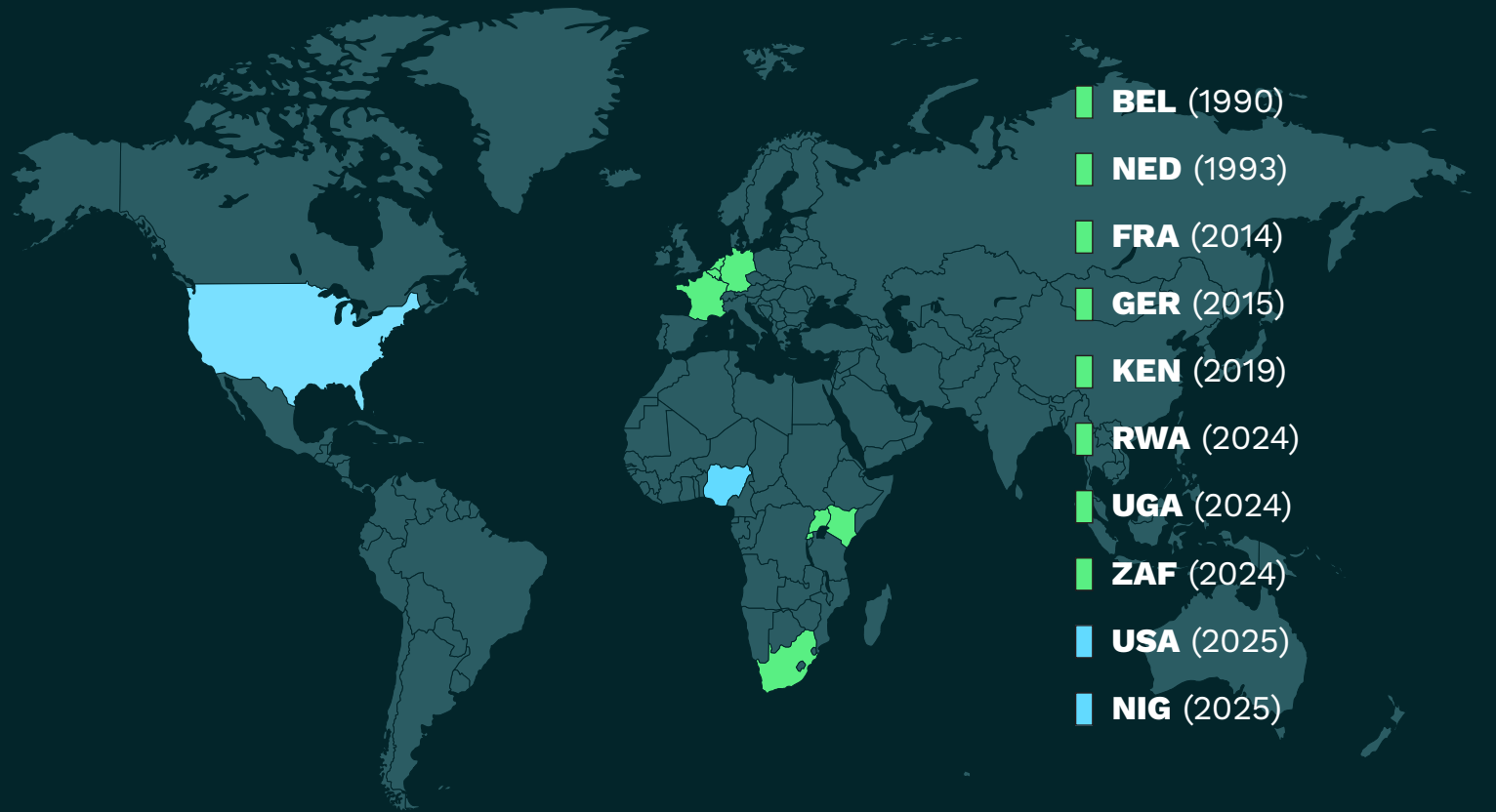
TOTAL REVENUE



**BELGIUM BEST
MANAGED
COMPANIES**

Gold Laureate

INTERNATIONALISATION



17
OFFICES

8
COUNTRIES



OVER
1000
EVENTS PER YEAR

335
EXPERTS



GOLAZO

*SPARK
YOUR NEXT
MOVE.*

*PRIORITISE
MORALS
ABOVE ALL.*

*FOCUS ON THE
PAINTING, NOT
THE FRAME.*

*STAY BY EACH OTHER'S
SIDE, HELPING WITH
EVERY CLIMB.*

*AIM TO BREAK
BARRIERS AND ELEVATE
THE STANDARDS OF
SUCCESS.*

*BE DEDICATED TO
KEEP BUILDING AN
ORGANISATION THAT
LASTS FOREVER.*

*EVERY SMALL STEP
COUNTS TOWARDS
OUR MARATHON OF
ACHIEVEMENTS.*

MANI FESTO

We are by each other's side, helping with every climb. A collective of entrepreneurs, we know we can reach summits when we collaborate. We celebrate those who ask for help, who know that together we are stronger. We are not afraid to fail, because we know we can get up and try again. Even though we are an ever-growing movement, we operate with startup agility. Here, every participant stands on equal ground, united by a common goal and purpose.

We spark your next move. Amidst the cheers of an event and the hustle of the office, we set our sights on the next step, the new goal, the start of a new habit. We are not about fleeting moments of motivation; we aim to ignite a lasting passion for healthy habits in you. This transformative journey is about awakening a healthier, more joyous you, one habit at a time, unlocking a world where wellbeing and happiness become second nature.

We don't just aim high, we break barriers and redefine success. While we dream big, believing we need to change the world, we are more than just dreamers - we are doers. We transform grand visions into reality, understanding that every step counts. As we achieve one goal after the next, we celebrate as a united team, from the volunteer to the premier athlete. Then, with renewed determination, we set our sights on the next challenge.

We prioritise morals above all. We hold a steadfast belief that everyone, from every walk of life, should have an equal opportunity to flourish in a vibrant, healthy society - and we mean business: equal access to sports and broad representation. Diversity strengthens our community and enriches our perspectives. Driven by perseverance, we remain committed to fostering and supporting healthy habits. If any partnership doesn't align with a vision for a just, inclusive, and sustainable world, we possess the integrity to say no and respectfully decline.

We are dedicated to keep building an organisation that lasts forever. We are a company focused on the long term, not just temporary monetary success. This is embedded in our mission and fortified in our equity structure, driving us to consistently enhance the experiences of our participants, spectators, fans, and customers.

We focus on the painting, not the frame. We are bold and pursue great ideas with passion. Rather than getting caught up with rigid rules or processes, our eyes are set on the ultimate goal: bringing people together to reach new heights. In a united mission of building a happier and healthier society, there's no room for egos. When something or someone is essential to our mission, we initiate and make it happen.

We believe every personal story can spark someone's next move. Whether it's a seasoned pro setting a new record or a neighbour completing their first 5K run, it's those stories that have the potential to inspire another's journey. Fueled with the right tools and motivation, anyone can become a beacon of inspiration. Together, these stories spark transformative habits that benefit us all.

GOLAZO FOUNDATION

In our pursuit of a healthier and happier society, inclusion and diversity are crucial pillars. We want to include everyone and everyone to feel like they belong.

Above all, it means that we want to make everything we do accessible and available to all, regardless of age, gender, origin or physical ability.

That is why we work closely with clubs and non-profit organisations and support charities and initiatives that focus on health, welfare, education and sport, on local, national and international levels.



Special Olympics:

as Partner of Special Olympics Belgium, we organise competitions for Special Olympics athletes in our events (Baloise Belgium Tour, Renewi Tour, Lotto Zesdaagse Vlaanderen-Gent,...).

Fonds Gehandicaptten Sport:

we are a proud Fairshare Partner of this fund.

Paralympic athletes:
at many of our recreational and elite sport events, we integrate paralympic disciplines and athletes (Lotto Zesdaagse Vlaanderen-Gent, Allianz Memorial Van Damme, Engie Dwars door Hasselt,...).

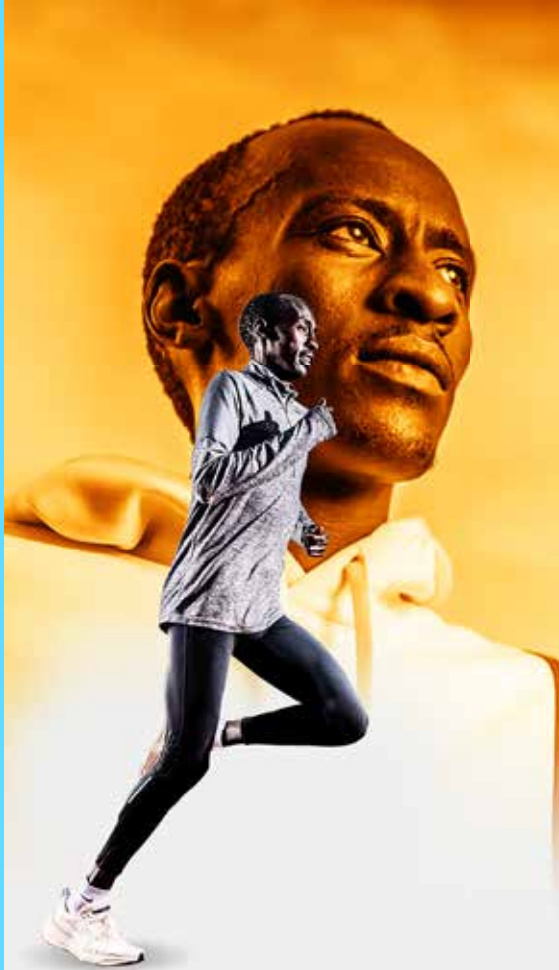


Clubs:

we support grassroots athletics as shirt partner of various athletics clubs.

Engie Kids athletics:

initiated by Engie as a part of their partnership with the Allianz Memorial Van Damme, vulnerable children from the Brussels region enjoyed an athletics initiation, hosted by meet director Kim Gevaert.



Kelvin Kiptum Foundation:

To keep the memory of Kelvin Kiptum alive and support his family and community, the Kelvin Kiptum Foundation was launched.

The fund will predominantly provide financial support to the families, school children in the region, and talented runners.



KWF:

Together with KWF, we will raise 10 million EUR in three years for ground-breaking cancer research. The NN Marathon Rotterdam alone delivered a record-breaking charity amount of 1.4 million EUR.

Simbolei Girls Academy:

We fund educational programmes in Africa with a focus on equal educational opportunities.

Lots of events raise money to support different charities:

UZA Foundation, Demoucelle Parkinson Charity, Te Gek?!, ...

Climbing for Life:

puts diabetes in the spotlight and raises funds in the fight against diabetes. Our ambassadors, all people with diabetes, will show that you can achieve great sporting feats as a diabetic.

100km voor Kom Op Tegen Kanker:

a unique running event where teams of 4 people run 100k to raise money in the fight against cancer.





GOLAZO

EVENTS

Events can be a trigger to a more active lifestyle. They provide a clear purpose with a deadline. Often, an event is the ultimate reward for months of preparation and the start of a new journey.

Top-class events showcase sports at the highest competitive level. Seeing your heroes up close encourages people of all ages to start taking up sport themselves. We are increasingly committed to these signature events, often at championship level.

Our apps, challenges and digital events give everybody the opportunity to be more active, wherever and whenever. Add music of choice, personal encouragement and coaching, and your activity becomes a unique experience.

Brussels Airport
Marathon & Half Marathon







Sofico Gent Marathon



Athora Great Bruges Marathon



ASML Marathon Eindhoven



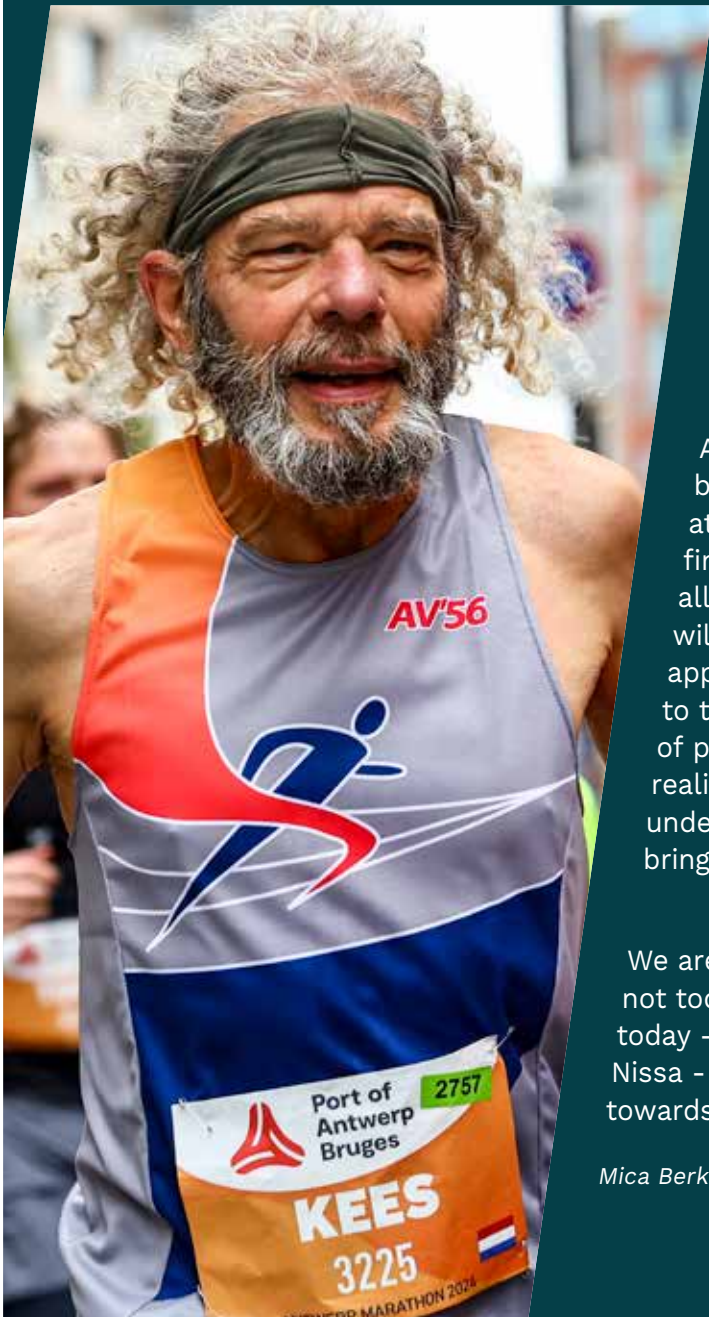
TESTIMONIAL

MICA'S MARATHON REFLECTION



My team and I were invited to stand in one spot, half a kilometre before the finish. It was wonderful to see how many people were there for their friends, colleagues, and relatives.

However, when those people had passed, their fans stayed. They stayed there to cheer on others, who they had never seen before in their lives and will probably never see again. I listened to a sea of hundreds, haphazardly reading the names on the runners' bib numbers out loud to encourage them.



The effect of those words of encouragement, calling someone's name, combined with phrases like "Come on", "Let's go", "Doing a super job" or "I am proud of you" – it was incredible to see the impact of those few little words. And as I am writing this, there's a feeling creeping up on me. That feeling stayed with me very strongly, it is the finish of Kees. Kees is a Dutch gentleman, as I deduce from the name, of about 70 to 75, with long, grey, curls poking out from under a bandana.

And Kees runs like a 75-year-old, that's only normal, but it is a miracle that that man could run a marathon at his age. As he passed me, 500 metres from the finish, the spectators lining the course went wild, all people who had never met Kees. And probably will never meet again. Still the noise level went up, applause, cheers, shouts – they literally shouted Kees to the finish. I was welling up standing there, tears of pure joy rolled down my cheeks. In that moment, I realised how sports, performance and cheering for the underdog today in Antwerp, and in all cities where Golazo brings people together, connects.

We are in a zeitgeist of a movement towards extremes, but not today. All participants, everyone who ran in Antwerp today - whether it was Dieter, Maud, Kees, Hassan or Nissa - everyone, regardless of flag, was loudly encouraged towards and across the finish line.

Mica Berkes





Antwerp Marathon & Half Marathon



NN Marathon Rotterdam



Nairobi City Marathon



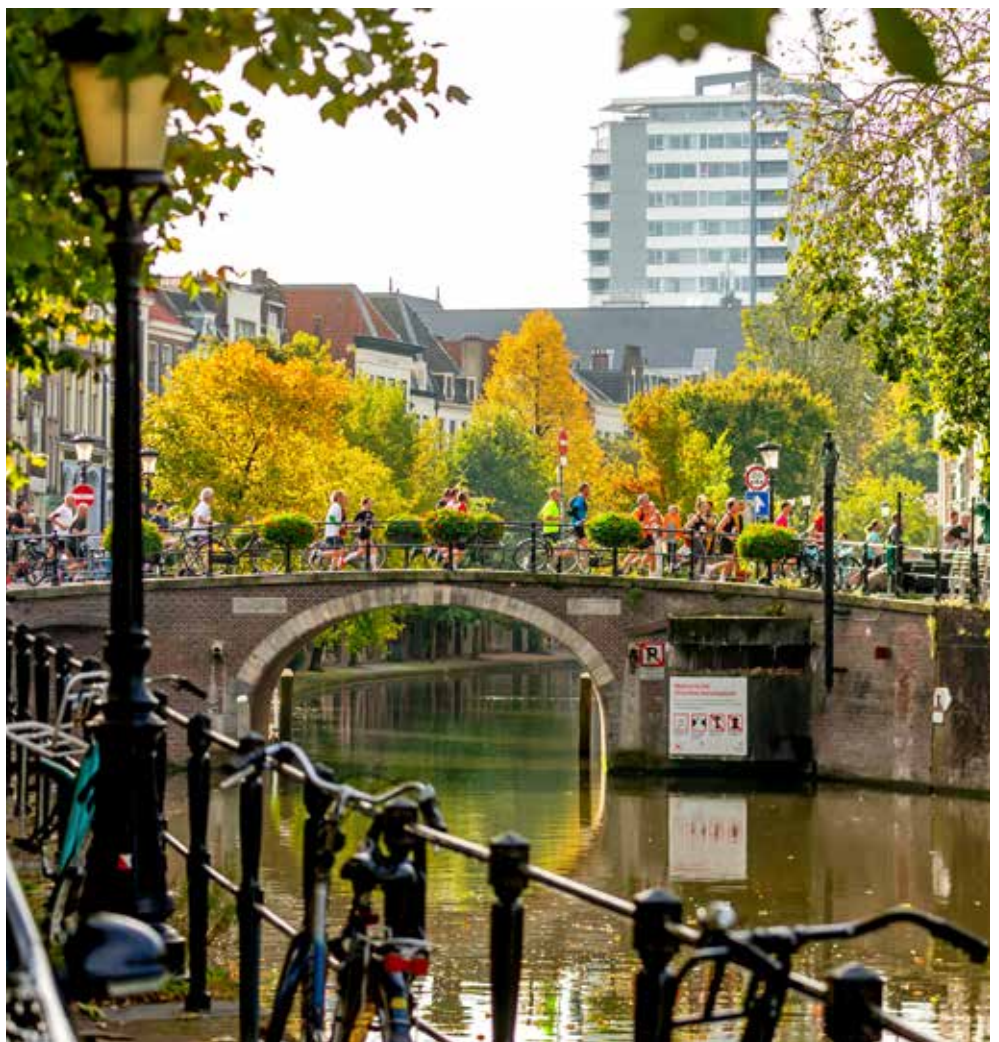
Utrecht Marathon



Baloise Antwerp 10 Miles



Abdijentocht



Lindhals Singelloop Utrecht



Running Tour - Dwars door Mechelen



NN CPC Loop Den Haag



Running Tour - Dwars door Brugge



DSW Bruggenloop Rotterdam



La Parisienne



Hoka 10KM de Paris



Great 10K Berlin



S25 Berlin



Crêtes de Spa



Kaptagat Forest Run



Baloise Antwerp Park Miles



AA Drink Spartacus Run



AA Drink Spartacus Run





Nationaal Park Marathon Hoge Kempen - Maasmechelen



The Primagaz Classic



Plantsoenloop Groningen



Persil Kids Run



Liantis Urban Trail Gent



Urban Trail Utrecht



Liantis Urban Trail Brussels



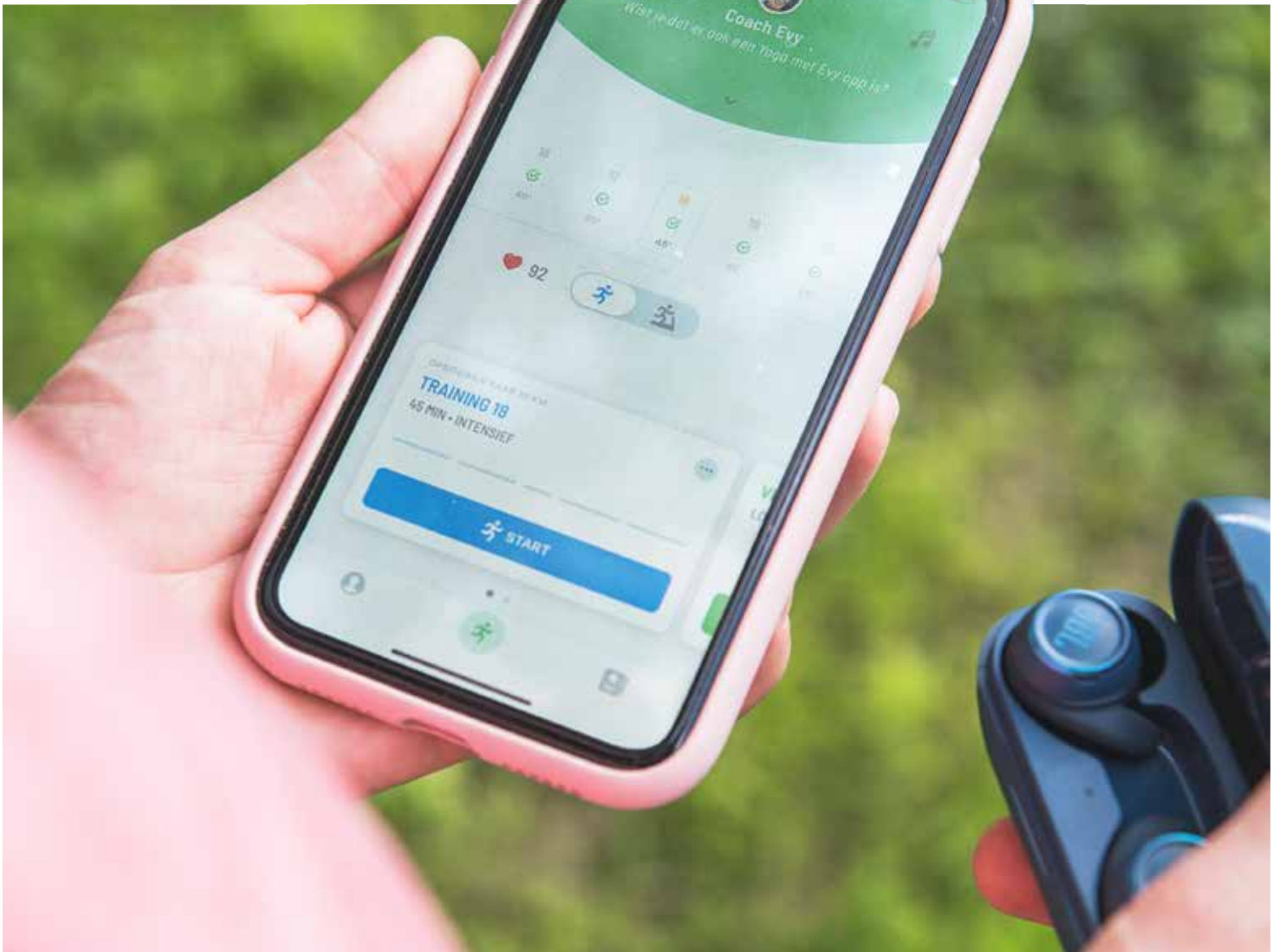
Urban Trail Haarlem



START 2 RUN **EVOLVING TO KEEP** **YOUR RUNNING STRONG**

Since its launch in 2013, Evy Gruyaert and our Start 2 Run app have motivated over 2.5 million runners to run their first 5 kilometers or more. With users covering a total distance of 72 million kilometers, the app continues to evolve and innovate. Today, we are focusing more than ever on injury prevention, as a staggering 48% of beginner runners face setbacks due to injuries. Thanks to the support of SportInnovator, we're excited to introduce a series of new updates aimed at keeping runners injury-free, offering better support and personalised training plans for their journey.

Looking ahead, we're excited to keep inspiring new runners and helping them achieve their goals, bringing even more success to our growing community.





CM Urban Walk Oostende



CM Urban Walk Aalst



Urban Walk Haarlem



Great Breweries Marathon



AS Adventure Brussels 60



Scheveningen Light Walk



AG Belgian Coast Walk



AG Belgian Coast Walk







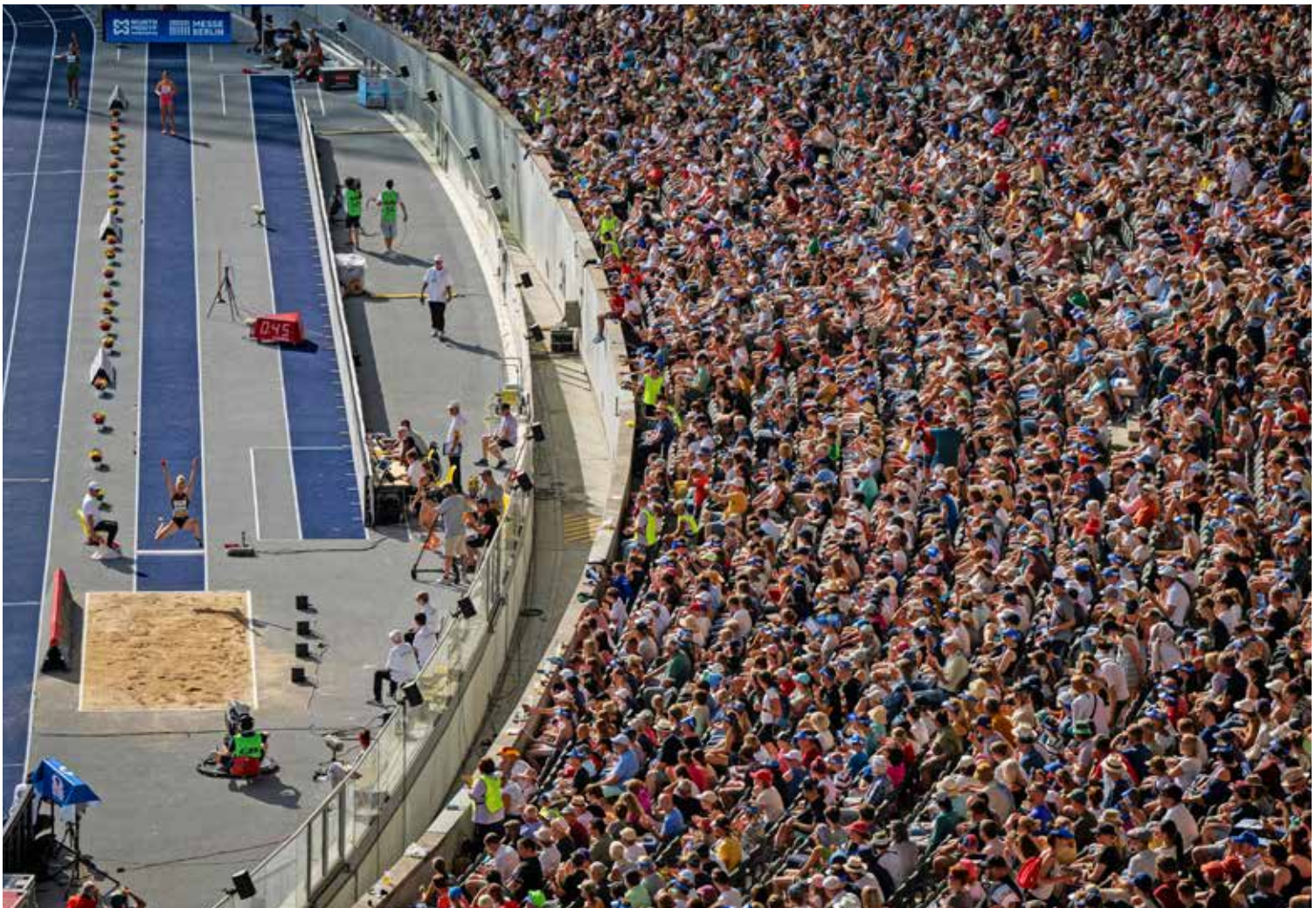


Allianz Memorial Van Damme





KBC Nacht



ISTAF Berlin

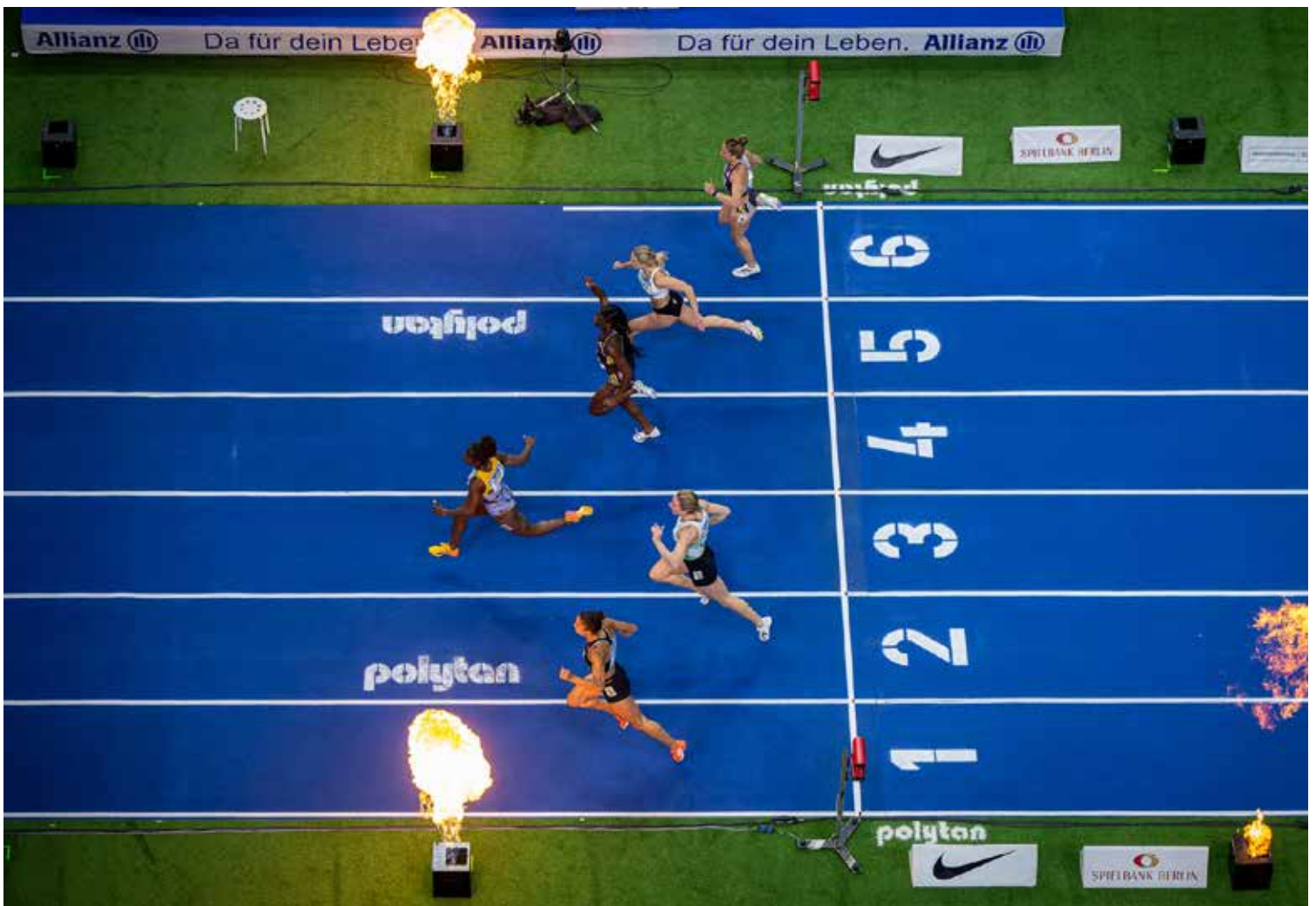


Meeting International d'Athlétisme de la Province de Liège



Absa Kip Keino Classic





ISTAF Indoor Berlin



World School Cross Country Championships



Sirikwa Cross Country



EnergyVision CrossCup



Climbing for Life



Proximus Cycling Challenge - Chouffe Classic



Climbing for Life



*Teamleader CRM Classics Tour
Ride Leuven*



Tour du Mont Blanc cyclo



Les 3 Ballons Chef de File



Marmotte Granfondo Alpes



Paris - Roubaix Challenge





Roc d'Ardenne



We Ride Flanders



De Gordel



R.E.V. Ride



UCI Gran Fondo World Series - Spinneys Dubai 92 Cycle Challenge



Eldoret Road Cycling Family Fun



LIDL Harbour Tour Rotterdam



Lotto Cycling Cup - Duracell Dwars door het Hageland



Baloise Belgium Tour



Baloise Belgium Tour



Bolero UCI 2024 Gravel World Championships



CAC African Road Championships 2024



BK Zottegem





Brugge - De Panne Classic



Renewi Tour





X²O Badkamers Trofee



Cyclocross Namur



Exact Cross





Soudal Open



Degroof Petercam Golf Cup

Soudal Open



WE HAVE DARTS
IN OUR HEARTS
STERREN ★
ZIJN ★
HIER! ★
vtm 2

WE HAVE DARTS
IN OUR HEARTS
vtm 2



Belgian Darts Open - Flanders Darts Trophy



FIH Pro League



FIH Pro League



Lotto Unbreakable



Crelan 3X3 Masters



Keizer Karel Cup



RBFA Love Football





Client Event - Delhaize Lions Cup



Client Event - Nike Pegasus Relay



Client Event - RSCA Fan Day



Client Event - Nike Pegasus Relay



GOLAZO TRAVEL

Golazo Travel organises cycling holidays for individuals, groups and corporate clients in Europe and South Africa. We offer fully organised tours, which include all travel and custom-made packages.



SAFE CYCLING

Safe Cycling is a forerunner in event safety. The innovative solutions include mobile LED signs, fences, and crash protection. The consultancy service provides expert advice to elevate your safety planning.



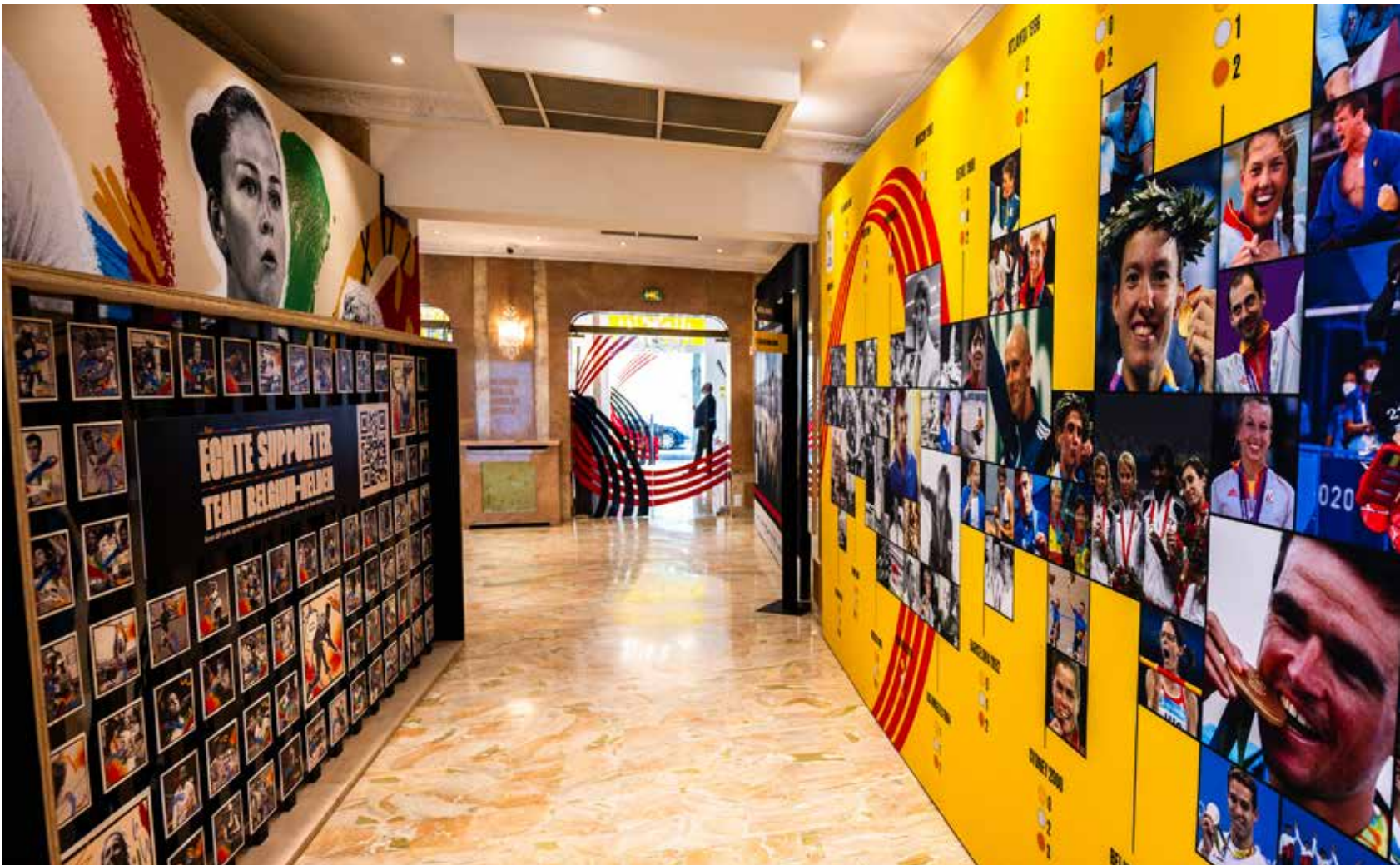
CHRONORACE

Our technology department Chronorace specialises in timing, tracking, registrations, data capturing and TV graphics. We deliver a superior data experience to our participants, fans and broadcasters.





Olympic Festival Middelkerke





Lotto Belgium House

GOLAZO @ PARIS 2024

Through a close cooperation between the Belgian events, brands and hospitality departments, we organised the Catwalk to Paris, the Olympic Festival in Middelkerke and the Lotto Belgium House in Paris and handled the activations of numerous Olympic partners. In this way, we fully involved Belgian sports fans in Team Belgium and let them share in the athletes' success stories.

Golazo media and production house Bargoens produced the series 'Gold!', which showed Flemish TV viewers the 'Road to Paris' with various Belgian athletes and looked back on TeamNL's achievements in a unique book. The Belgian Olympic sailors were coached in their preparation by Golazo Energy. Golazo's athlete division produced as many as 45 Golazo athletes from 13 countries, five of them returning with a medal.



Lotto Catwalk to Paris



Lotto Belgium House



Ride to Paris



Lotto Belgium House



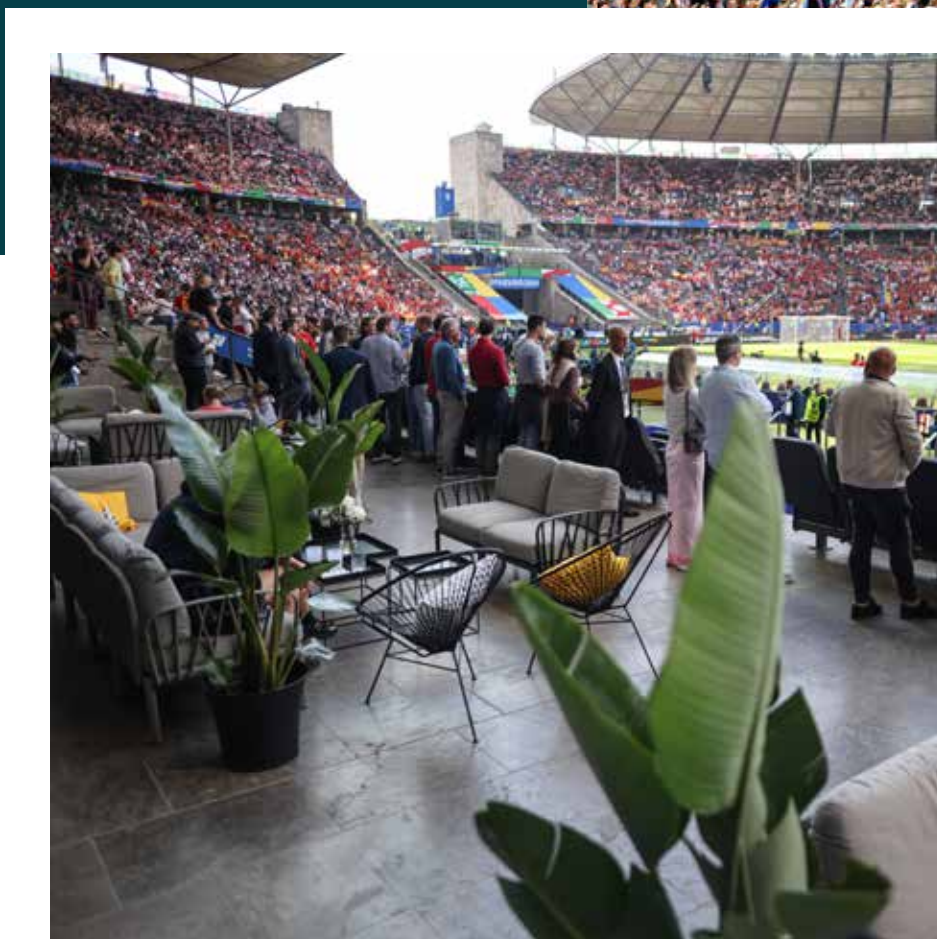
Our VIP hospitality division focuses on delivering unique VIP experiences at iconic sports events, gastronomic experiences, cultural highlights and prestigious award shows.

We design exclusive experiences, offering VIP access, exquisite dining and flawless event coordination. Our focus is on creating memorable experiences that allow businesses to connect with clients and employees in a premium, relaxed setting.

In addition, we organise corporate events and incentives, seamlessly integrating our renowned hospitality expertise to leave a lasting impression.

PARIS 2024

OFFICIAL TRAVEL & HOSPITALITY PARTNER FOR BELGIUM



Hospitality - UEFA Euro 2024



10.500 VIP tickets



Managed **8.000** B2B VIP guests



Coordinated **2.150** hotel rooms



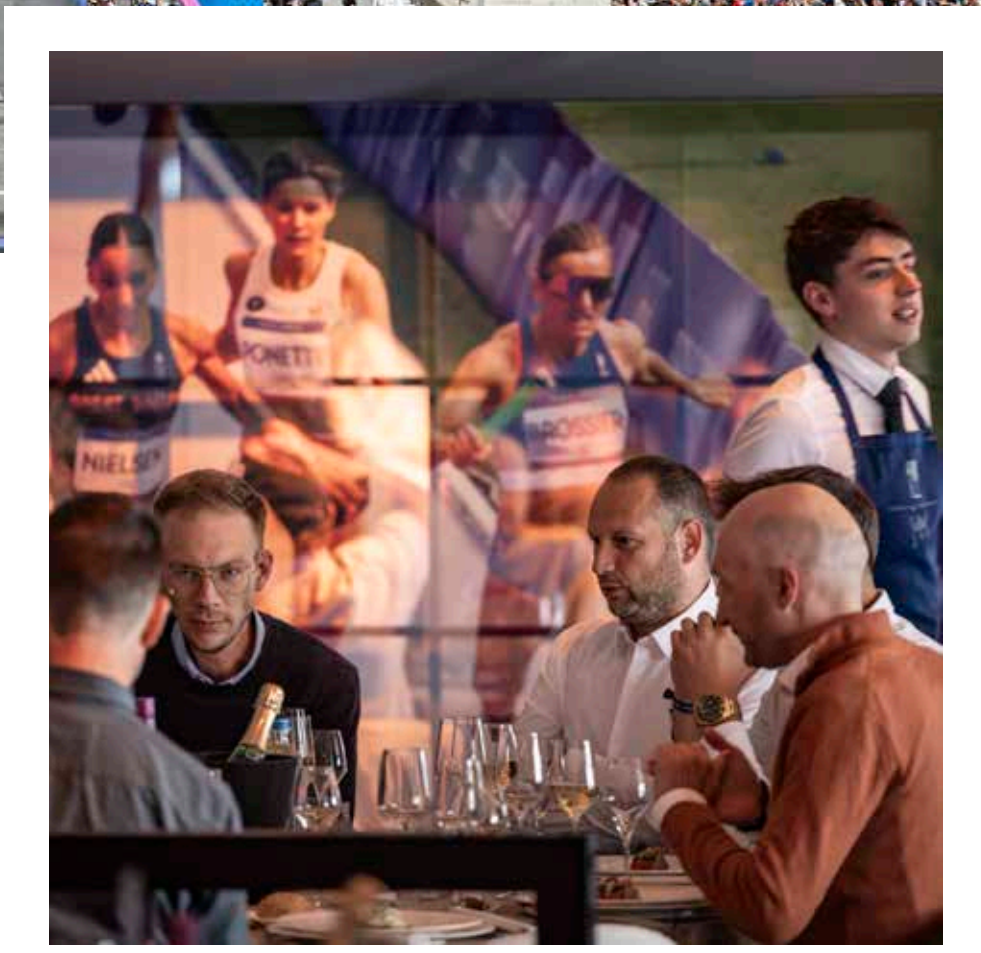
Organized **6.500** Eurostar tickets



220 companies relied on us



47 guides from Belgium & France



Allianz Memorial Van Damme



Hospitality - Zoute Grand Prix



Dinner in the Sky



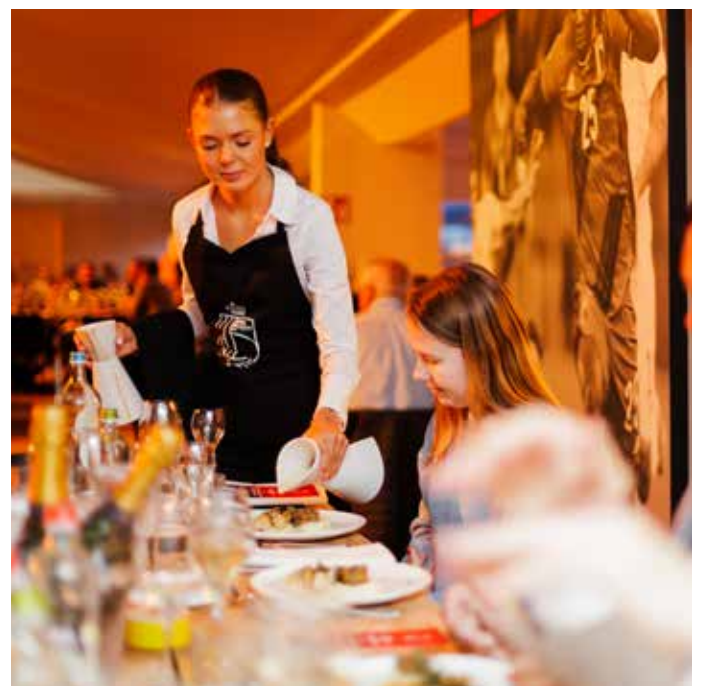
Winterbarn - Pladutse 3 - Oudenaarde



Corporate event organized for Logi-technic



Lignaverda Gala - Opera Ghent



Hospitality - Belgian Red Devils



GOLAZO

ENERGY

The key to achieving a happy and healthy work force lies in embracing a holistic corporate wellbeing approach, recognising that physical, mental, emotional and spiritual health are connected and interdependent.

By investing in employee health and happiness, companies can reduce healthcare costs, decrease absenteeism, and improve overall performance and employee retention. Healthy employees are more likely to be innovative at work, have better work performance, and experience better work-life balance.

Golazo Energy and Better Minds offer tailor-made programmes to learn how to manage your personal, team and organisational energy. Based on your needs, we build unique and experience-based programmes, ranging from young talent all the way to top leaders who are willing to embark on a personal development, wellbeing and performance journey with us.



GOOLOLAZ





LABS

Whether you are an experienced athlete or a novice at sports, our professional coaches put you on the right path towards your sports goal. Effort testing, body composition analysis, nutrition advice and tailor-made training schedules, we provide everything you need to succeed. This commitment is at the heart of who we are – and in May 2024, it became even stronger when Energy Lab transformed into Golazo Energy, aligning with the Golazo umbrella brand.

While our name has changed, our mission remains the same: to energise you toward greater wellbeing. With our labs in Leuven, Antwerp, Ghent, and Heusden-Zolder, we're more ready than ever to support you on your journey.



THE RISE OF JUSTINE GHEKIERE

In 2020, Justine Ghekiere participated in the virtual Tour of Belgium, dominating both the youth and elite rankings by day three. Impressed by her performance, we offered Justine a professional test at Golazo Energy, where our trainer, Ward Vande Capelle, encouraged her to pursue competitive sports. That pivotal moment led her to join the Lotto Cycling Talent project.

Fast forward to 2024, and Justine has celebrated a stage win at the Tour de France Femmes, claimed the polka dot jersey, secured the blue jersey in the Giro d'Italia, and played a key role in Team Belgium's success at the Paris Olympics and the Road World Championships in Zurich.



FROM RIO TO PARIS: OUR OLYMPIC SAILING STORY

In 2013, Golazo Energy began coaching the Olympic Sailing Team as they prepared for the 2016 Rio Olympics. We continued to work with them, with the 2024 Paris Olympics being their main focus. We're proud to have helped Emma Plasschaert secure an Olympic diploma with an 7th place finish. Our work with the team remains a key part of our ongoing commitment to excellence in sports.



KAMIEL BONNEU IS MOVING UP TO THE WORLD TOUR

For years, we've been coaching cycling teams such as Team Flanders Baloise, and through this work we've helped many talents progress to the World Tour. One of the standout examples is Kamiel Bonneu, whose impressive performances this season, including his victory at the Race of Norway, have earned him a spot with the World Tour team Intermarché-Wanty next season. We play a crucial role in scouting and guiding these riders within the team, with the mission of guiding young talent to the top!



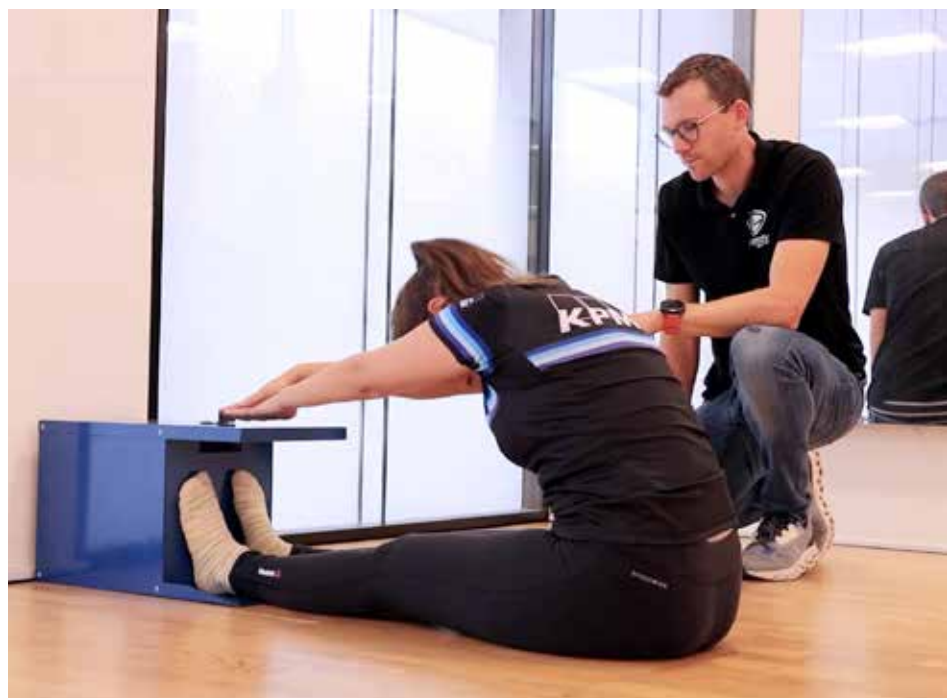
For the 4th edition of the PwC Heroes, 25 PwC employees embarked on a six-month challenging journey towards the triathlon in Damme. The kick-off created connection and gave the group a flying start with condition tests, body scans and motivational keynotes. The first training sessions in swimming, cycling and running laid the foundation for what would follow. With determination, these Heroes outdid themselves: a glorious finish in Damme.



After months of dedication and preparation, the 15 Mediafin ambassadors reached the finish line of the Open Lakes triathlon in Lacs de l'Eau d'Heure.



In collaboration with KPMG, we organised 4 unique Personal Energy Journeys, focusing on exercise, nutrition, sleep and stress. These themes were determined using a Human Energy Scan. The eight-week journeys aimed to increase participants' physical and mental energy levels. With a mix of keynotes, workshops, exercise sessions and personal coaching by our experts, we offered an inspiring and practical approach, boosting the participants' sustainable resilience and wellbeing to return to the workplace stronger, more energetic and more balanced.





Over three months, 55 Arvesta employees learned how to manage and optimise their physical, mental, spiritual and emotional energy. The apotheosis of their Master Your Energy Journey focused on emotional energy, with inspiring workshops on trust and connection, breath work and... an invigorating ice bath experience. Not only did their energy levels get a boost, the connection and atmosphere among the participants was impressive.



60 enthusiastic CDG ambassadors began their adventure towards the legendary Marmotte Granfondo Alpes. During the kick-off event, they were extensively tested, given inspiring keynotes on different cycling topics, and finished with a ride on the Zolder race circuit. Under our expert guidance, they trained for six months to be physically and mentally ready for this challenge. They worked on strength, health and perseverance, with one goal in mind: to show what you can achieve with teamwork and dedication!

During the Monitor Your ENerGIE event, former professional cyclist Karsten Kroon inspired participants with a powerful Connected Breathing session. This unique experience demonstrated the impact of conscious breathing: it relieves stress, increases your focus and boosts your energy levels. Besides this session, the event offered workshops on nutrition and exercise and a VR activity that revealed the connection between stress and energy.



In 2025, Better Minds at Work and Peak4 will join forces and operate under the brand Better Minds.

The Better Minds team helps leaders and employees change from within: by raising awareness and educating teams on how to unlock their brain's potential, we empower each individual to become healthier and happier.

For more than ten years, Better Minds is trusted by leaders across industries. Their approach is grounded in research and backed by science.

Elke Geraerts, CEO of Better Minds, is a well-known thought leader and strives with her team to bring elegant and tailor-made solutions that empower workforces.

The approach of Better Minds focuses on key areas that drive both individual and organisational growth:

Mental Wellbeing

Our holistic approach measurably improves the mental resilience of teams.

Leadership

Develop yourself as a leader and learn the practical skills you need to be your best.

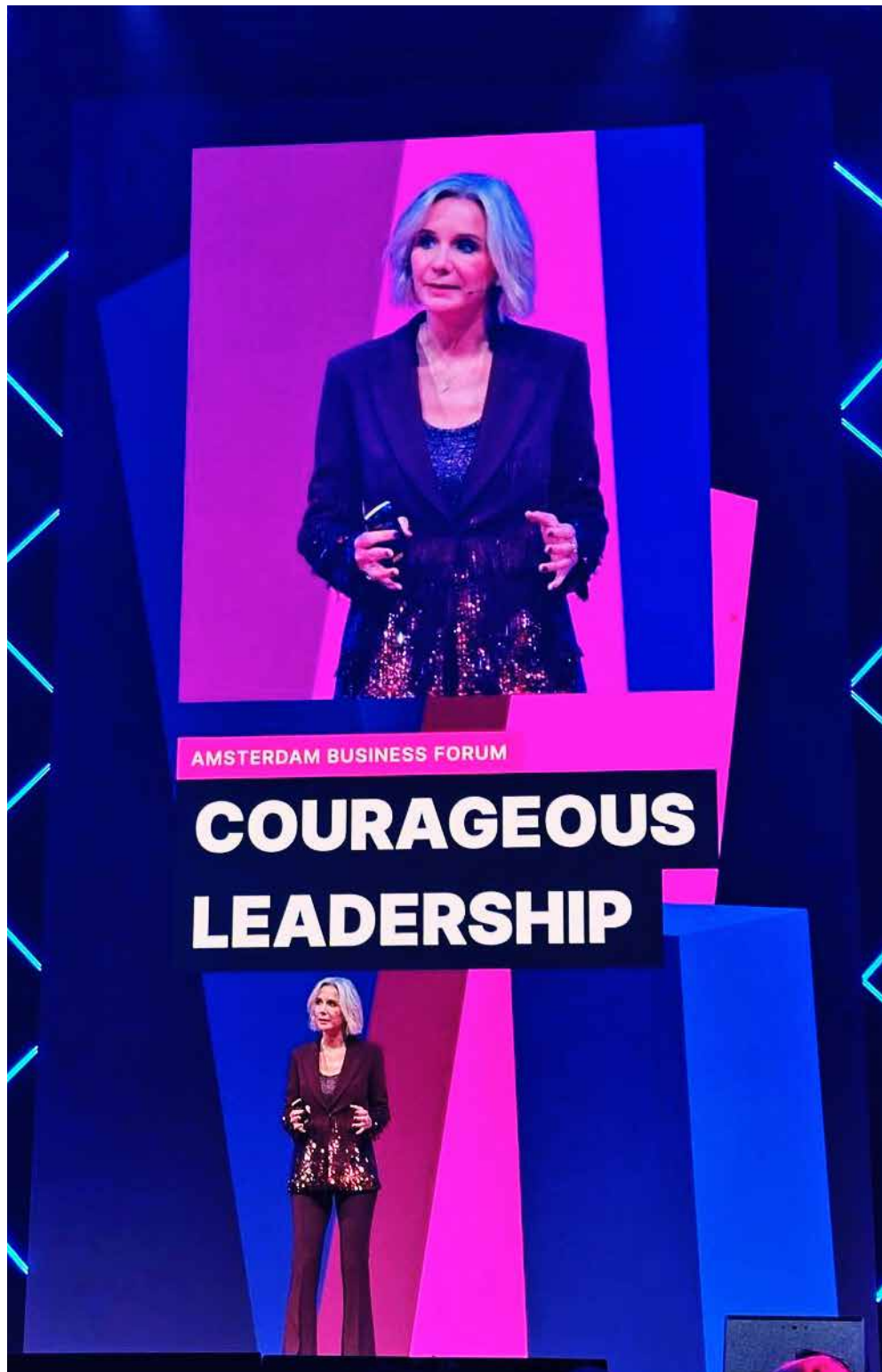
Talent

Accelerate your team's capacity and growth through our science-backed programmes.

Culture

Our programmes develop a team culture where each member can learn and grow.

This integrated approach ensures that every aspect of your organisation is aligned to support growth, resilience, and wellbeing.



HOW WE COLLABORATE

Better Minds and Golazo Energy unite over 120 experts to deliver a truly holistic approach to wellbeing.





GOLAZO

BRANDS

Our focus is on brands and companies that want to communicate through sport, active lifestyle and wellbeing. We consult our clients by creating effective and unforgettable campaigns.

We offer strategic advice, creative insight, digital expertise, activation and brand contact with one ultimate goal: connecting fans with brands.

We cooperate closely with right-holders in sport and wellbeing, ranging from national and international federations, to teams, leagues, events, and athletes.





DELHAIZE, PARTENAIRE OFFICIEL DU

TEAM
BELGIUM

DELHAIZE ACTIVATIONS PARIS 2024

GO

1. Healthy Gaming at the Lotto Belgium House

At the Lotto Belgium House, Delhaize engaged visitors with a fun and educational interactive game. Guests could compete individually or one-on-one on dual screens, in a challenge to collect “healthy food” items for their Delhaize basket, while avoiding junk food. The highest daily scores were rewarded with Delhaize vouchers, making the activity both entertaining and rewarding. This initiative perfectly blended Delhaize’s mission of promoting healthy eating with an engaging visitor experience.

2. Exclusive Experiences in Paris Along the Seine

Delhaize hosted two exceptional days of celebration for clients and employees during the Paris 2024 Games. On Saturday, more than 500 Delhaize clients attended an exclusive dinner along the Seine, organized by Golazo Brands and Gracias, coinciding with the men’s road cycling race where Remco Evenepoel claimed gold. On Sunday, over 500 Delhaize employees gathered to cheer Lotte Kopecky as she won bronze. The events featured gourmet food, large screens for live sports viewing, and appearances by former cycling world champions, creating a memorable and inspiring atmosphere under the Parisian sun.

3. Family Fun at the Olympic Festival in Middelkerke

In Belgium, Delhaize enriched the Olympic festival in Middelkerke with activities for all ages. Children enjoyed an inflatable castle and could create their own healthy snacks in the mornings. From noon onwards, fans tested their reflexes on the Delhaize wall, with winners earning a special Lions plush. Each activity emphasized healthy living and food, embodying Delhaize’s commitment to wellness and active lifestyles in line with Paris 2024 values. These activations exemplified Delhaize’s dedication to fostering community and healthy habits through meaningful experiences.



JULES DESTROOPER



**YOUR
NEXT
MOVE**

As a proud partner of Team Belgium leading up to and during the Olympic Games in Paris 2024, Jules Destrooper sought to bring their partnership to life at the Olympic Festival in Middelkerke. This festival invited everyone to celebrate the Olympic spirit together, making it the perfect setting for a creative and engaging activation.

Jules Destrooper and Golazo Brands created and launched an exciting concept called “Bite the Medal.” This idea drew a clever connection between the tradition of athletes biting their medals and one of our most iconic biscuits: the Butter Crisp (or Natuurboterwafel/Lukke in Dutch). Visitors to the booth were invited to pose with a special Jules Destrooper biscuit medal, take a picture of themselves biting into it, and upload the photo to a landing page on a dedicated website.

This fun and interactive activity not only entertained festival-goers, but also gave them a chance to win one of 17 exclusive Samsonite suitcases personalized with Jules Destrooper branding. In exchange for their participation, Jules Destrooper collected email addresses, helping them to connect with the audience and grow their community.

The activation was a hit, bringing the Jules Destrooper brand closer to fans of the Olympics and fostering a sense of fun, creativity, and community.





LOTTO

To celebrate Lotto's partnership with Team Belgium at the Paris 2024 Olympic Games, we launched a standout activation at two key locations: Lotto Belgium House in Paris and the Olympic Festival in Middelkerke. The goal was to honour our Belgian Olympic athletes, while highlighting Lotto's support on their Olympic journey.

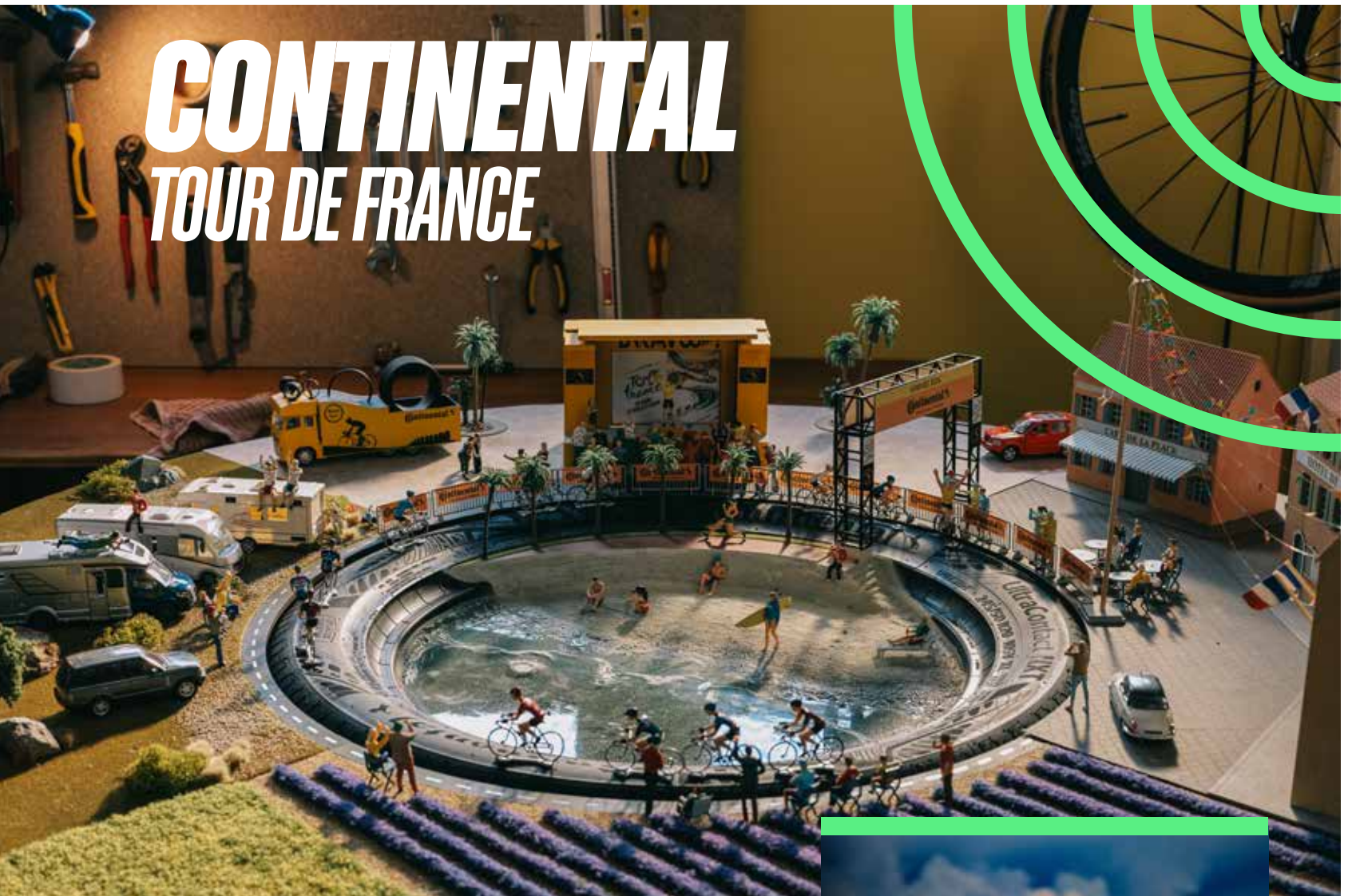
In Paris, we created a premium, elegant installation befitting Lotto Belgium House's prestige. The activation featured a seamless visual campaign that represented all the athletes, showing our deep understanding of sports and what Belgian fans love. We also incorporated Lotto ambassadors with fun sports-themed wordplays, such as "Emma is on a roll" for basketball player Emma Meesseman, adding warmth and engagement to the experience.

For an interactive touch, we developed a custom digital game where visitors guessed the names of Olympic athletes, designed in the campaign's visual style. This game was built exclusively for the activation, allowing participants to test their knowledge while immersing themselves in the Lotto and Team Belgium spirit. The digital game has been a big hit and is now used in other activations. For example, at a recent event with the Belgian Cats, over 1,900 participants completed the game, showcasing the strong engagement we create around Lotto's sports partnerships.

In Middelkerke, the atmosphere was more casual and focused on interaction and activating people. Here, the game became the main attraction, allowing visitors to compete head-to-head by quickly identifying Team Belgium athletes in a fun, fast-paced duel format. This hands-on experience boosted excitement and engagement, perfectly capturing the spirit of the Olympic Festival.



CONTINENTAL TOUR DE FRANCE



Continental's Tour de France campaign aimed to boost brand awareness and drive sales. Our challenge was to showcase Continental's TDF partnership in a way that would really connect with people, while also encouraging purchases through a targeted cashback offer. We created a two-part campaign - a VIP contest and a cashback reward - that combined uniqueness with real relevance for the audience.

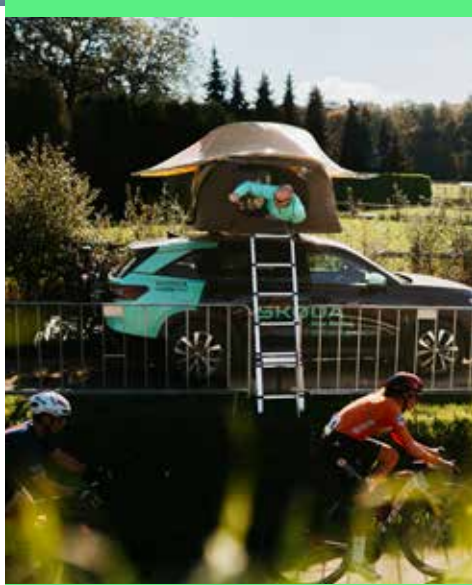
We brought this concept to life through an engaging stop-motion film, creating a Tour de France-inspired universe around a Continental tire. This miniature world included iconic TDF elements like a quaint French village, steep mountain climbs, and the unique 2024 finish line in Nice. In the first phase of the social campaign, we shared this handcrafted video to invite users to take part in a quiz on our dedicated webpage, with the chance of winning a VIP trip to Nice. In the second phase, we focused on people who engaged in the first phase, giving them the chance to get up to €120 cashback on Continental tires. The social media results exceeded all expectations, as there were lots of completed views and strong participation in both phases.

By connecting Continental's brand to the excitement of the TDF, we effectively reached cycling and car enthusiasts across the Benelux region. This approach strengthened brand awareness and relevance and drove customer loyalty, showcasing Continental's innovative spirit and achieving both brand-building and conversion goals.



**YOUR
NEXT
MOVE**

SKODA GRAVEL



During the 2024 UCI Gravel World Championships, Škoda organised a unique once-in-a-lifetime experience. The lucky winners had the unique opportunity to take ownership of a Škoda Kodiaq for the weekend of the Gravel World Championships. The Kodiaq was fitted with a rooftop tent and a bike rack, offering the winners an exclusive, adventurous experience at the Gravel World Championships.

The winners travelled between Halle and Leuven, with opportunities to catch behind-the-scenes moments at the event, get up close to the riders in the team village, and fully immerse themselves in the world of gravel. Their adventure featured cheering along the course, joining a social ride, and enjoying the VIP experience on Sunday. They experienced an unforgettable weekend at the Gravel World Championships, including camping under the stars in the comfort of the tent on top of their Škoda.



NIKE THE VAN

Nike Running EMEA and Mutant commissioned Golazo Brands to enhance the visibility of “The Van,” an electric truck branded in Nike Running colours, within local running communities across Europe.

Our primary role was to coordinate, closely with Nike Europe and local organisations, to meet the specific needs of each country and ensure “The Van” was present on-site.

Once deployed, this truck tells the story of Nike’s running legacy, highlighting key products that visitors can try out in an immersive running experience at the back of the vehicle.

“The Van” features modular structures that serve as product displays that also can slide open to store additional stock. Additionally, an interactive table on the side of the truck allows for product training sessions.

Since May 2024, “The Van” has made stops at major running events in Copenhagen, Paris, Amsterdam, Zurich, Chamonix, London, Frankfurt, Braunschweig, Berlin, and Valencia.



**YOUR
NEXT
MOVE**



CALVÉ PEANUT BUTTER

Calvé Peanut Butter and running make a perfect match. Our goal was to highlight Calvé Peanut Butter as an ideal post-run recovery snack, thanks to its natural protein content that aids muscle repair after sports. To bring this message to life, we successfully sampled Calvé Peanut Butter at four major events in running: Dwars door Hasselt, Dwars door Mechelen, the Antwerp Marathon, and the Spartacus Run.

We set up an eye-catching booth at each event, designed to draw in runners and reinforce the brand's association with running and recovery. The booth was strategically positioned to maximise visibility, creating strong brand recognition among participants. The sampling campaign was a great success: we distributed more than 30,000 samples to a total of 40,000 runners, giving most participants a chance to try Calvé Peanut Butter firsthand.

This activation not only boosted the product trial, but also solidified Calvé's presence in the sports community, aligning the brand with athletes' nutritional needs and post-workout recovery. The campaign was a winning combination of visibility, engagement, and meaningful interaction with a relevant target audience.

GO

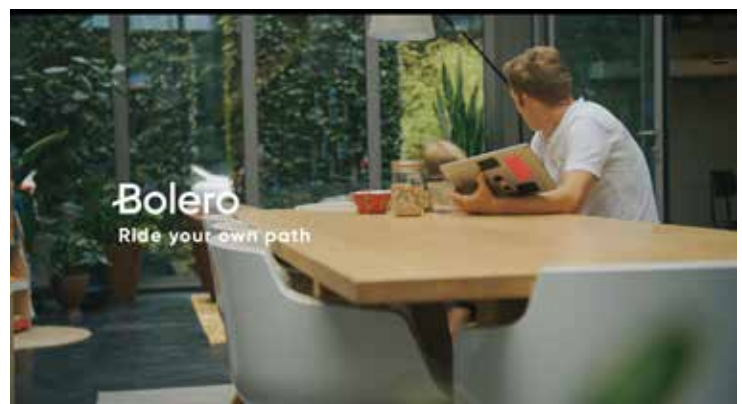
BOLERO



At Bolero, it's all about setting your own course, both on and off the bike. To promote the "Bolero Koerst" fantasy game and the title partnerships of the Bolero Gravel Series & the Bolero UCI 2024 Gravel World Championships, we crafted a concept that highlights the unique connection between gravel biking and investing.

Together with Jan Bakelants, we brought the following story to life: showcasing how both gravel biking and investing require strategy, preparation, and perseverance, but also the freedom and adventure of choosing your own path.

From concept to production, we made sure to tell this story in an inspiring way. Ride your own path with Bolero.



GO

116

AG MUSETTE



As part of their partnership with classic cycling races Flèche Wallonne and Liège-Bastogne-Liège, we created and executed the 'AG Musette' campaign for AG Insurance from A to Z.



In the run-up to both cycling races, cycling fans could win one of 200 filled musette bags (in honour of AG's 200th anniversary) containing cycling goodies and local regional products during 4 weeks. On top of that, 2 lucky duos won a unique VIP support car experience following the men's race during both cycling classics.

Participants had a chance of winning one of the prizes by playing a specially developed musette game and catching as

many products as possible within 1 minute. We continued the campaign on the event days with a physical AG stand at the finish line. Using a digital spin the wheel mechanism, interested cycling fans could again win a stuffed AG musette bag or go home with a signed shirt of the AG Soudal cycling team or a handy bandana. All this resulted in high participant numbers leading up to the cycling races (+10,000), as well as on event days (+4,500).



AG DA'S GOED GEZIEN

A variety of surveys and targeted police campaigns show that the majority (60-70%) of students regularly cycle in traffic without bicycle lights. Furthermore, a follow-up survey by AG showed that students are still too unaware of the dangers of insufficient visibility.

For instance, as many as 1 in 5 students says they do not feel unsafe in the (twilight) dark without bicycle lights.

To make this group aware of the dangers of a lack of visibility, we created the 'Goed Gezien' awareness campaign together with AG, which was launched during two of the biggest student events of the year: les 24 heures de Louvain-la-Neuve and the 24 Urenloop in Leuven.

During those nights, teams handed out 20,000 free sets of bicycle lights, to raise awareness of the importance of bike visibility.

YOUR
NEXT
MOVE



AA DRINK



At the end of September, AA Drink hosted an activation at the NN Dam tot Damloop in the Netherlands. As the 360° communications agency for AA Drink in Belgium and the Netherlands, we select events that align with the brand values of AA Drink, emphasising that sport should be enjoyable and accessible for all: "just enjoy working out".

The goal was to capture the moment of pure euphoria just after the finish line, a time when participants are still riding the emotional high of their performance. This is when we chose to intervene with an "after finish party", to extend that feeling and prevent the magical moment from being overshadowed by the concerns of everyday life.

In the AA Drink zone—situated just past the finish line, we crafted a vibrant, celebratory atmosphere. Dynamic cheerleaders, a lively DJ marching band, and a larger-than-life AA Drink mascot energised the crowd, while branded accessories and brand-coloured garlands created a visually engaging setting filled with AA Drink imagery. At the heart of the setup was a custom photo wall for finishers, decorated with inspiring slogans. Participants could also take home a set of stylish stickers designed to match the wall's fresh, trendy look, perfectly capturing the spirit of AA Drink.

This activation was a hit: not only did we capture the essence of this festive event, but we also conveyed the young, trendy, and authentic image of AA Drink, offering a memorable experience that perfectly matched the spirit of both the brand and the event.

**YOUR
NEXT
MOVE**



Our consulting division provides expertise in brand strategy (including audit and market research), sponsorship strategy and sponsorship ROI calculations, helping brands optimise their market presence and partnerships.

Our approach combines strategic insights with data-backed evaluations, empowering clients to make informed decisions and maximise their sponsorship investments.

ALLIANZ BENELUX

Objective:

Develop a platform to leverage Allianz's Global Olympic sponsorship in Belgium.

Result:

Established sponsorships with Belgian Athletics, including Athletics Federations, Memorial Van Damme, and Athletic Ambassadors such as Kim Gevaert and Léa Bayekula.



PRO LEAGUE

Objective:

Assess the impact of Operation Zero on the Pro League's image and finances.

Result:

Delivered a comprehensive report including interviews with 25 brands, a survey of 3,000 fans, and an estimate of the financial impact.



DEGROOF PETERCAM

Objective:

Maximise the impact of Degroof Petercam's sponsorship and define a new strategy.

Result:

Created a strong association with golf through partnerships with Belgian federations (AFGolf, Golf Vlaanderen, KBGF), sponsorship of talent Adrien Dumont de Chassart, and the organisation of the Degroof Petercam Golf Cup competitions.



CONNECTING EVERY MOVE: THE GOLAZO DATA-DRIVEN EXPERIENCE

UNLOCKING THE POWER OF GOLAZO'S SPORTS DATA

Our data aren't just numbers: they're a qualitative ecosystem of an active, engaged sports audience.

Our audience consists of all people participating in more than 1,000 events each year, giving our partners unique insights into the behaviours and interests of dedicated athletes and fans.

We maintain a powerful reach with over 1.7 million consumer profiles (email-based) and more than 3 million followers across our social media channels.

Our data enable precise audience segmentation across sports categories (running, cycling, golf, hockey and more) and unique profiles such as long-distance runners, family-oriented events, frequent cycling event participants, mobile app users, etc.

High-impact digital conversion campaigns

Drive measurable results with campaigns that focus on maximising ROAS (Return on Ad Spend). By targeting our highly segmented audiences, we ensure your brand reaches sports enthusiasts primed for conversion, turning engagement into real sales growth.

Personalised CRM campaigns

Connect directly with your ideal audience through targeted, data-driven email marketing. Our personalised newsletters and mailings speak to the sports community's specific interests, boosting open rates, engagement and conversion.



FROM AUDIENCE TO IMPACT:

GOLAZO'S PLAYBOOK

FOR DATA PARTNERSHIPS



Lead-generating gamification

Boost your brand's impact with custom-branded online games, designed as a fun and effective lead-generation tool. Engage potential customers in an interactive, memorable way that deepens brand connection.

Authentic social media storytelling

Reach and resonate with your target audience through impactful social media content. We create inspiring videos and stories that resonate with sports fans, helping your brand connect with the community in a meaningful, authentic way.

RABOBANK

YOU GAIN FRIENDS THROUGH SPORTS

What started as a small meeting with Rabobank sparked a huge ambition, which peaked in a commercial proposition and campaign. With the Rabo Sportactie, Rabobank gave a one-off contribution of €125 for young people aged 10 to 20 to play sports at an association affiliated to NOC*NSF.

That way, Rabobank wants to encourage young people to (continue to) play sports as part of an association, because research figures from NOC*NSF show that the proportion of young people playing sports between 13 and 18 still lags behind 2020. This motivated Rabobank to launch a campaign to encourage and enable sports (in clubs) among this target group.



**YOUR
NEXT
MOVE**





UEFA | GET TRAINED, SAVE LIVES



Our latest campaign with UEFA and the ERC (European Resuscitation Council) focuses on an important mission: to train 100,000 fans in the basic steps of CPR. Thanks to a layered strategy and an impressive line-up of ambassadors such as Haaland, Martínez, Gullit, Bale and Henry, this could well be our most impactful campaign ever.

CPR remains a complex and often under-researched topic in many European countries. The story needed to be both fun and informative, to reach as many fans as possible - without losing sight of the seriousness of the subject.

V is an interactive training module that guides users through the CPR course in a playful and immersive way. From the moment they step into the virtual dressing room, they are taken on a game-like journey with Ruud Gullit in which their actions determine which players they get to see. This level of interactivity kept users enthralled, with 62% of participants who started the course completing it.

In just four minutes, football fans got the chance to learn the basic steps of CPR with their favourite players. To make the course accessible to everyone, we provided subtitles and voice-overs in more than 40 languages. This allowed users from more than 130 countries to successfully complete the course.





SOEOPLE

THE SPORTS PLATFORM THAT GETS SITTARD-GELEEN MOVING

The municipality of Sittard-Geleen, in collaboration with local partners, has launched the sports platform Soeple to provide residents with easy access to sports and exercise activities. This platform and partners bring sports providers together in one convenient place, so that residents of any age can easily find and book sports clubs and activities in the region.

Golazo Brands played a key role in the development and launch of Soeple. As such, we were responsible for creating a brand story that would further unify sport in Sittard-Geleen. We advised on translating this story into a sports platform and developed the name, logo, corporate identity and, the final launch campaign.



ZET 'M OP ORANJE!

This has a double meaning in Dutch: Go for it and put it on orange. For every €15 spent on groceries, customers get two Orange Player Cards. But these are not just any cards: there are 60 unique Player Cards featuring 19 different players and the national coach. Create your ideal line-up with friends or family and use the cards as coasters for your home viewing parties. And the best part? Challenge your football friends with the football terms on the back and play the 'AHA! Orange Game'!



PSV'S FAKE OUT OF HOME

Have you seen the giant PSV shirt covering the Eindhoven Lichttoren? It must have been online! Brainport Eindhoven and its partners congratulated PSV on its 25th national title in a fake-out-of-home video.

The video featuring the giant PSV shirt being draped over the iconic Lichttoren from helicopters, was posted the day after the championship. On Instagram, it was in a collab with PSV and 433nL, which quickly pushed the video towards more than 2 million views. On PSV's TikTok channel, the video now stands at over 865K views. Together with over 45 thousand engagements on Brainport Eindhoven's account, this campaign was the most viral and fast-paced marketing activation in the brand's history.



MISSION H2

The Netherlands' best athletes at the Paris Olympic and Paralympic Games competed for glory and medals of honour. But the Games were not only a stage on which to distinguish ourselves athletically. The Netherlands also showed where it stands with hydrogen development, in view of the climate targets agreed on in Paris.

For the Mission H2 project, we were allowed to inspire, connect and stimulate the target group - early adopters and early majority from the hydrogen value chain - towards a functioning hydrogen economy in 2030.



BRIDGESTONE



14

ICONIC
AMBASSADORS
ACROSS 5 KEY
EUROPEAN
MARKETS



9

OLYMPIC &
PARALYMPIC
MEDAL
WINNING
PERFORMANCES



5

ON THE
GROUND
EVENTS
DURING
PARIS 2024



14

CITIES VISITED
DURING THE
OLYMPIC AND
PARALYMPIC
TORCH RELAY



5

EPISODES ON FRANCE
TV AND 11-EPISE
MINI-SERIES,
THE OLYMPIANS
ON EUROSPO
RT



On an international level, our work focused around the Paris Olympic and Paralympic Games, ensuring that our clients, including Bridgestone, Worldwide Olympic and Paralympic Partner, remained at the forefront of European audience engagement and brand visibility.



For Bridgestone's marketing campaign, "Prepared to Perform," we planned and delivered digital, mass media and in-person activations for clients, customers, and employees across five key European markets: France, Germany, Spain, Italy and the UK.

We played a key role in Bridgestone's partnership with France TV, managing the production of an exclusive documentary series that followed five top French athletes on their journey to the Games. We also worked with Eurosport to produce an 11-episode mini-series, The Olympians, featuring 10 Olympic and Paralympic ambassadors from five European countries.



On the ground, we led Bridgestone's Olympic and Paralympic Torch Relay activation, managing logistics, travel, and exclusive experiences across France.

During the Olympic Games in Paris, we coordinated surprise & delight ambassador appearances, connecting Bridgestone's global VIP guests with Olympic athletes just after their medal wins and organized Bridgestone's VIP Opening Olympics Gala.

Finally during the Paralympics, beyond the social media support of our client's ambassadors, we organized a special event for Bridgestone France, where guests were able to cheer on ambassador Rémy Boullé during his final competition in the stands, culminating in a meet-and-greet just moments after his bronze medal-winning row.





GOLAZO

MEDIA

We are visible through our magazines, books and online media platforms that serve targeted sport audiences and professionals. But we're more than that! We are a well-known content partner in sport, fitness and health that provides customised content to many different sport associations and organisations.

When these organisations develop policy and strategy, it is our job to get their message across in the right tone of voice, through the right channels and at the right time. Strategic reports and policy plans can be created in print, digital publications, and in every lay-out, with a look and feel that is requested.

Organisations can also choose to communicate the message via interactive conferences or smaller sessions.



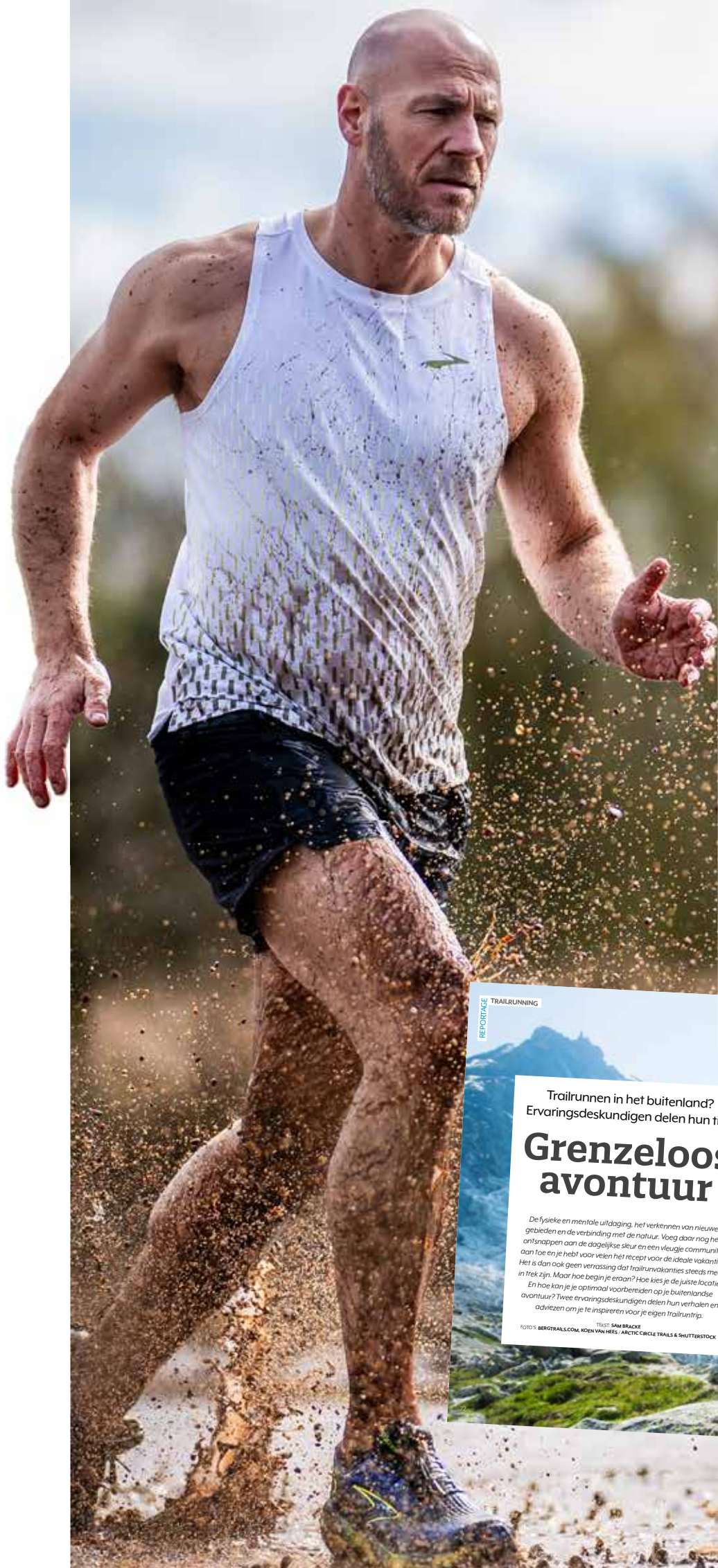


ODE AAN ORANJE

EURO 2024 was a unique tournament for Dutch football, on and off the field. On the field Ronald Koeman's team fought itself to the semi-finals, where they only narrowly lost to England. Off the field, the Dutch fans, the 'Orange Army', overtook every host city with their enthusiasm and positive spirit. In Ode Aan Oranje, the unforgettable football summer is captured in a selection of memorable images.







REPORTAGE TRAILRUNNING

Trailrunnen in het buitenland? Ervaringsdeskundigen delen hun tips

Grenzeloos avontuur

De fysieke en mentale uitdaging, het verkennen van nieuwe gebieden en de verbinding met de natuur. Voeg daar nog het ontsnappen aan de dagelijkse stress en een vleugje community aan toe en je hebt voor velen het recept voor de ideale vakantie. Het is dan ook geen verrassing dat trailrunvakanties steeds meer in trek zijn. Maar hoe begin je eraan? Hoe kies je de juiste locatie? En hoe kun je je optimaal voorbereiden op je buitenlandse avontuur? Twee ervaringsdeskundigen delen hun verhalen en adviezen om je te inspireren voor je eigen trailruntrip.

TEXT: SAM BRACKE
FOTO'S: BERGTRAILS.COM, KOEN VAN HESJE / ARCTIC CIRCLE TRAILS & SHUTTERSTOCK



MERCI PARIS

With Paris, the city of love, as a unique setting, the 2024 Summer Olympics and Paralympics became unforgettable events for both Dutch fans and athletes. Not in the least because of an unmatched total medals won. Merci Paris looks back on these historic events in 352 pages with the best Olympic photos.



DE STAD ALS STADION

For the love of sports and for everyone who wants to excel on track, field and court in Dutch capital Amsterdam, there is Topsport Amsterdam, the organisation for high performance sports in the city. With information, education, athlete support and so much more. Topsport Amsterdam is pushing boundaries on a daily basis. In honor of its 25th anniversary Golazo Media released De Stad als Stadion, a book that looks back on 25 years of sport development in Amsterdam.



3X3 UNITES
De naam van de organisatie werd behouden. Het stadion, dat verbleef in de stad tot 2021 en nu in 2023 de naam 'Sportstad van Amsterdam' draagt, werd herontworpen en is nu een van de meest moderne sportstadions ter wereld. Het stadion is nu een van de meest moderne sportstadions ter wereld. Het stadion is nu een van de meest moderne sportstadions ter wereld.



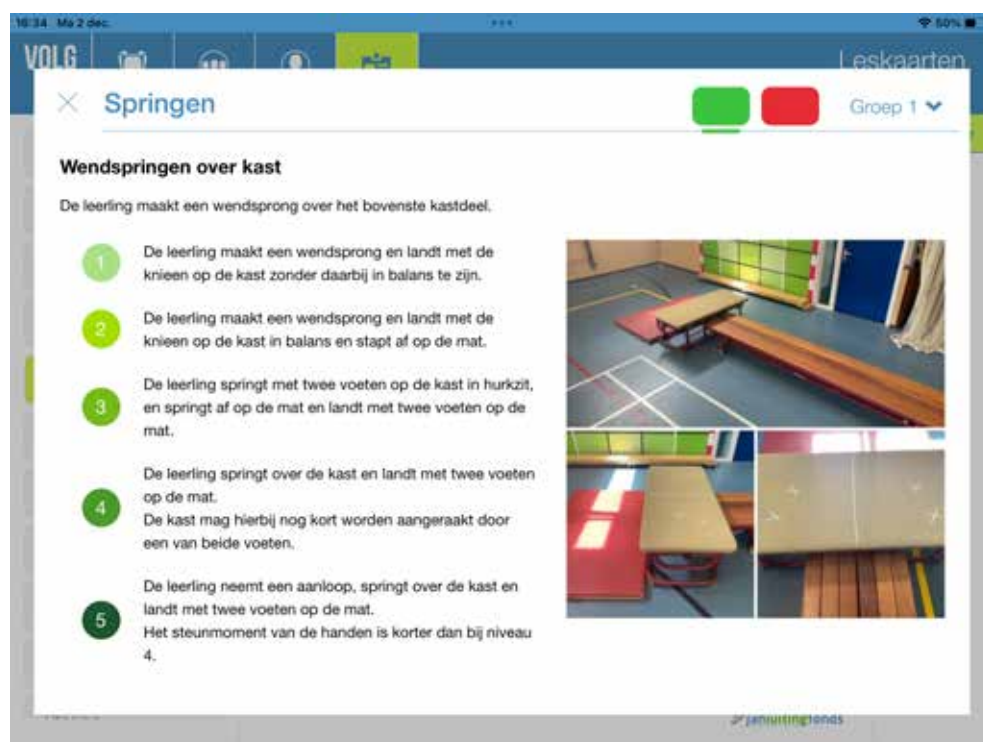
VAN DE NOOD EEN DEUDD

In 1882 werd de eerste Nederlandse 3x3 basketbal competitie gevestigd in de stad van de Buitenvoort met de naam 'De Buitenvoortse 3x3 basketbal competitie'. Het was een belangrijke stap in de ontwikkeling van de sport in Amsterdam. Het was een belangrijke stap in de ontwikkeling van de sport in Amsterdam.

VOLG MIJ - PLAN MIJ

VolgMij is a detailed and thorough student monitoring system for physical education professionals. With this system, Golazo together with the Jan Luiting Fonds provides a clear and user-friendly tool to keep track of students physical skills and to measure their development.

And it works best with PlanMij, a tool to plan the educational course through a week, month or year, based on thoroughly established learning paths. Over 500 schools have entered more than 100.000 students in the system.



DIGITAL

With a wide range of websites, Ezines and digital documents Golazo Media delivers tailor-made products for every client, for specific target groups and for all possible purposes. Such Golazo Media products include the importance of playing matches in tennis, the life and football vision behind the Dutch national teams or sports and exercises for people with a disability.



BARGOENS - GOUD!

Golazo has taken an important stake in Flemish TV production house Bargoens. The partnership aims to create more high-quality sports and health programmes for both national and international audiences. In the run-up to the Paris Olympics, Bargoens created 'Goud!', a tv documentary portraying Belgian elite athletes in their preparations for their sports summer.





GOLAZO

TALENT

Athletes competing successfully at the highest level are a true inspiration for all. For many kids, watching these role models is a first stepping stone to discovering a sport. The perseverance of athletes that leads them to the top motivates people in their daily lives.

These athletes are the perfect ambassadors to our mission and our company. In return for their support for what we do, we take care of everything that distracts them from training-competing-sleeping.



Winfred Yavi





Thibau Nys



Noor Vidts



Nina Derwael



Loena Hendrickx



Cynthia Bolingo



Emma Plasschaert



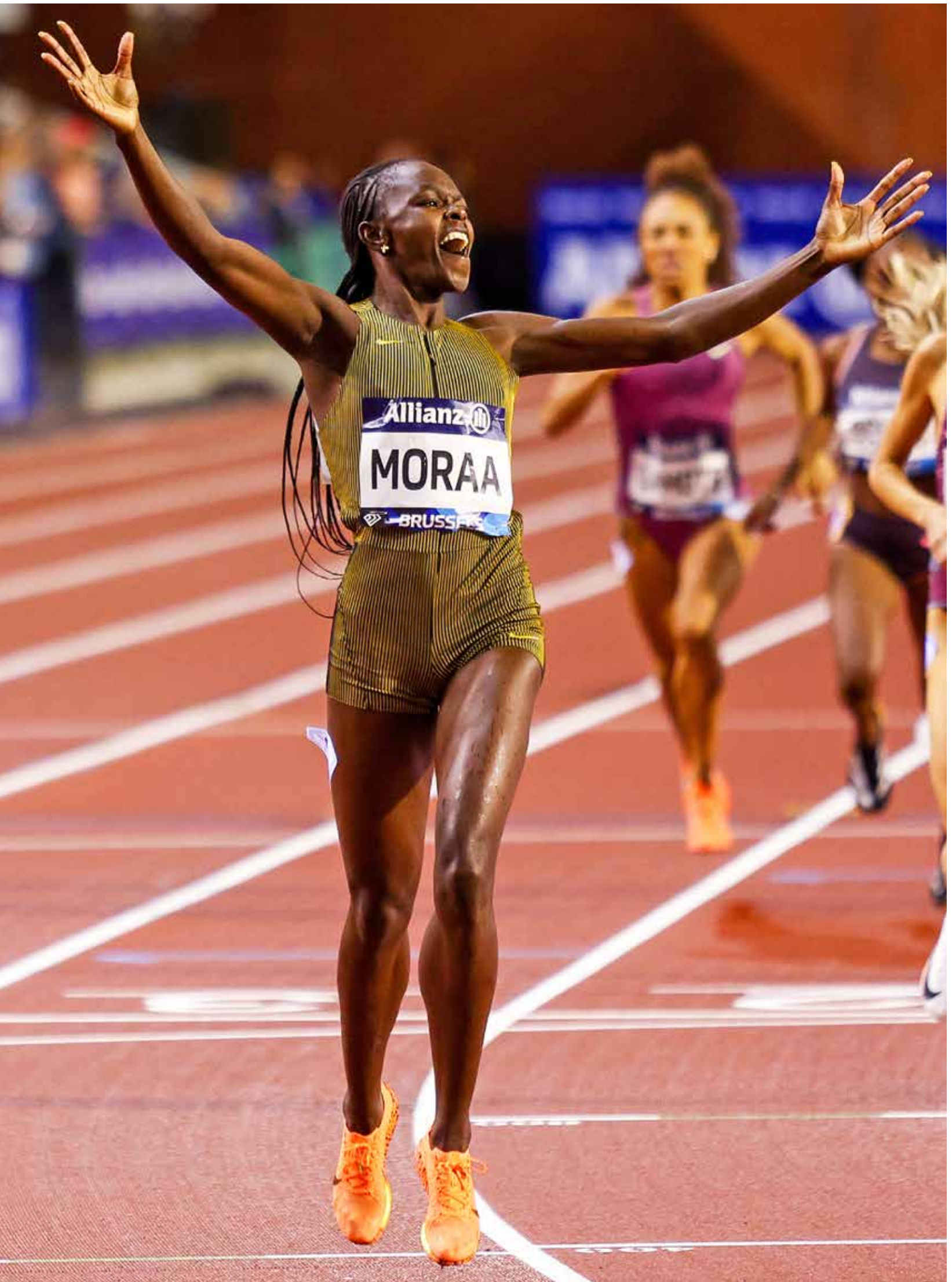
Eliott Crestan



Sarah Chaâri



Anouk Geurts - Isaura Maenhaut



Mary Moraa



Tsige Duguma



Prudence Sekgodiso



Baloise Glow Lions



Golazo Young Lions



Sven Nys Academy



R.E.V. Brussels Cycling Academy



YOUR



MEET

MOVE



***IF YOU'RE GOING
TO LIVE,
LEAVE A LEGACY.
MAKE A MARK ON THE WORLD
THAT CAN'T BE ERASED.***

MAYA ANGELOU

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