



# ELIGIUM

*From the Street,  
To the Stadium!*



**BDSF**  
BELGIAN DANCESPORT FEDERATION  
**FBDS**

**world**  
**DanceSport**  
federation



**F3**  
FÉDÉRATION  
WALLONIE-BRUXELLES

# WHO ARE WE ?

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## Eligium

Eligium is the contraction of Elite and Belgium. It is the first pro sports club model focused on streetdancing. Our athletes perform on the biggest stages in the world with a huge digital audience. The views are in the hundreds of thousands and even millions for some.

Our athletes are also able to use their sport as an art form and perform in high-end events.

Finally, our athletes are very active on social networks and all have a very loyal community with a very good engagement rate.

## A STREET DANCE PRO TEAM ?

### Streetdance ? A Dance from a culture and now a sport

Hip-hop culture took hold in the late 1960s. Kool Herc, a Jamaican DJ, arrived in the Bronx in New York with the idea of organising the first block parties. He used two record players and put the same record on both decks. He then switched from one record to the other, repeating the same passage, which was called a break (or breakbeat). The dancers who attended these parties and danced to these beats were nicknamed breakers or b-boys (B for Break). By extension, the term breakdance also came about.

There are two categories of street dance at the officially recognized sport level: Breaking (also called b-boying or breakdance) and Hip hop Freestyle (or simply hip hop, or sometimes newstyle). Those two danceform take place in World Dance Sport Federation competitions.

The main form of competition in street dancing is the battle. It takes the form of duels in which individuals, pairs or teams (crews) compete against each other. The dancers take turns competing to the same music during a performance called a round. A panel of judges (usually three or five) decides the winner at the end of the rounds.

### Breaking ! A danceform becoming an Olympic sport

Breaking is a dance described as "acrobatic" which is defined by searching different support than natural ones, namely our two legs. The dancers will be close to the ground, leaning on their hands, head and limbs. The bboys must combine physical strength with technique and finesse to compete with virtuosity in the battles.

## Hip hop Freestyle : a 35 years old “sport”

The second dance form of the hip hop culture was born in the early 1980s. This form of dance is mainly practised standing up, inspired by the numerous social street dances of New York. This dance is practised in a sporting manner in face to face "battle". It is a real dance improvisation joust where dancers compete in musicality and virtuosity.



## Our Values

### Excellence

We are a professional team, we only work with the best in this sport. All our athletes are from the top European level in their category. To accompany athletes of this level, they need excellent coaching. That's why all our para-sport instructors are university graduates who have already worked with the best in Belgian sport.

### Team spirit

Although it is an individual sport, we cultivate team spirit. Indeed, it is together that we go the furthest. All individual athletes train with a close circle of friends, sparring partners, coaches, physios, physical trainers, etc. At Eligium we cultivate this team spirit. Athletes often train together even though they have different sporting objectives. But we believe that teamwork in an individual sport creates a healthy emulation that creates a positive dynamic. This is why we also share resources and do not make a hierarchy between the athletes who are all top performers. When you commit to Eligium you adhere to this team spirit and support the whole club and not just one particular athlete.

### Performance

There is no top sport without performance. So performance is the keystone of Eligium. All our decisions are taken with a view to achieving the best possible performance. This applies both to the sport and to the artistic aspects when the athletes have to perform at an event for one of our partners. The coaches are also monitored and their performance is evaluated.

### Innovation

Eligium is an innovation in itself. Indeed, it is the first pro club of its kind. We are trying to revolutionize the practice of dance by integrating recent sport science concepts. We are innovating in the methods of training and mental preparation. It's a fairly conservative art, but at Eligium we break the codes.

# OUR ELITE ATHLETES



David Yowa aka « Doyah 13 »

20

**Style :** Hip hop Freestyle

**Best result :** 2021 WDSF European Champion U21

**Other :** Dancer for the new Belgian Rap superstar « Fresh » winner of the tv show « Nouvelle Ecole » on Netflix



Andréa et Géraldine Tshibuabua aka « An&Ge »

19 (twins)

**Style :** Hip hop Freestyle et Choreography

**Best result :** 2 times Junior World in duo choreo category, 4<sup>th</sup> place at 2021 WDSF European Championship U21 (Géraldine)

**Other :** More than 20K followers on instagram, various Tv show performance and appearances

# THE MAN BEHIND THE PROJECT

At the origin of Eligium, we find Eric Lubukayi, known as "CK". He has been an active dancer in hip hop culture for almost 15 years. With both an MSc Sport Sciences and a MA in Communication, he has had the time to observe the evolution of



hip hop dance as an art form towards its more sporting practice. After having trained a large part of the new generation of hip hop freestyle dancers, he decided to professionalise the practice of streetdance by integrating physical and mental preparation into the culture of dance training. So it was only logical that he decided to found his own pro team.

# SUPPORTING ELIGIUM MEANS:

## Gain new visibility among a young audience

Eligium athletes have a total of 30,000 followers on Instagram. And the Youtube videos of some athletes reach 30,000 views. And in 2023, two athletes will appear in prime time on a brand new TV show. An opportunity to increase their visibility and yours.

## Positioning in a market that does not yet have a leading product

Since its creation, hip hop culture has kept on growing. Hip hop music started out underground and has now become the most listened-to musical genre in the world. Dance has not been left behind.

However, while breakdancing, now an Olympic sport, is strongly identified with an Austrian energy drink brand, hip hop freestyle, which has greater potential if only because of the number and youth of its followers, has still not managed to associate its universe with a particular brand. Therefore, sponsoring the first pro street dance team can be a considerable strategic challenge.

## Supporting gender equality through sport

Freestyle hip hop is the only mixed sport physical activity where women and men compete on equal terms. For a long time seen as a predominantly male culture, women are excelling at the highest level in freestyle hip hop. Some have become role models for young boys. By supporting Eligium, where parity is respected, you are not only supporting athletes but also a discipline that is a real school of equality through sport.



# SEARCH FOR FINANCING

Sponsorships and grants will be used for the sports and paramedical support of the athletes as well as for their daily life, allowing them to focus on their sport, thus favouring high level performances.

## Details of annual expenditure to be covered:

Expected Expenses	Amount
Technical Advisor	2500
Physical trainer	4480
Travel to competitions	10200
Training courses abroad and in Belgium	5600
Paramedical budget (Physio, massage therapist,...)	3500
Other expenses (Rent help, absence from work for competition)	8000
Total	34280

# Sponsorship opportunities :

**(All arrangements are to be discussed)**

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## « *Rookie* » pack (1.000€) :

- Referencing on athletes' instagram
  - Referencing on the club's website
  - A video (real instagram) in partnership
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## « *MVP* » pack (2.000€) :

- All the benefits of the Rookie Pack
  - 2 additional videos in partnership
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## « *Hall of fame* » pack (3.000€) :

- All the benefits of the Rookie pack and MVP pack
  - 3 additional videos
  - Logo on the official Eligium outfit
  - Possibility to have athletes performing for company events (service to be discussed)
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# Contact

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