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Golden Palace Group becomes Official Partner of the Alpecin- Premier Tech teams 🚴

Golden Palace Group is pleased to announce the signing of a partnership with the cycling team Alpecin-Premier Tech. As of January 1st, 2026, the Group becomes Official Partner of both the Alpecin-Premier Tech WorldTour Team and the Alpecin-Premier Tech Development Team, across all disciplines. This partnership is part of a long-term vision, built on sporting excellence, strong leadership and sustainable performance.

A partnership built on a shared vision 🤝

Performance and excellence ✨

By joining forces with one of the most iconic teams in the international peloton, Golden Palace Group takes a new step in its sporting commitment. Alpecin-Premier Tech has built its success on consistent top-level performance, driven by a clear sporting vision and a long-term strategy.

At Golden Palace, performance is also viewed through a long-term lens, grounded in discipline, continuous improvement and the ability to deliver solid results over time.

Leadership and human values 🏆

The development of Alpecin-Premier Tech under the leadership of the Roodhooft brothers highlights the importance of stability, trust and people-centered management. These principles are fully shared by Golden Palace Group, which firmly believes that strong leadership, empowered teams and long-term talent development are key to building solid and credible organizations.



A modern, multi-disciplinary and

locally rooted project 🤝

Versatility and innovation 💡

Active and successful across multiple disciplines (road, cyclocross, mountain bike and track), Alpecin-Premier Tech embodies a modern and versatile approach to elite cycling. Golden Palace follows a similar path, with activities spanning entertainment, sport and media, and a constant ability to adapt to new formats and evolving audience expectations.

Belgian roots, international reach 🌍

As a Belgian team with worldwide recognition, Alpecin-Premier Tech competes on the biggest international stages. Golden Palace, also deeply rooted in Belgium, continues to expand beyond its borders while remaining true to its origins.

Supporting a Belgian team with global reach therefore fits naturally within this vision.

Responsibility and consistency ♻️

Alpecin-Premier Tech is widely recognized for its professional structure, ethical standards and long-term planning. Golden Palace shares the same high standards in terms of responsibility, transparency and regulatory compliance, ensuring a credible and sustainable partnership.

A 2026 season rich in activations 📣

As part of this collaboration, the brand will benefit from visibility on team jerseys, with tailored positioning depending on the territory and in full compliance with regulatory frameworks.

Belgium : Golden Palace News

France : Golden Palace Casino Sports

This partnership also represents a strategic opportunity for Golden Palace Group, which is actively developing its activities in France, with existing venues in Boulogne-sur-Mer and Noiretable, and future projects in Digne-les-Bains and Thonon-les-Bains. Thonon-les-Bains is also set to welcome the Tour de France 2026, a powerful symbol of the region's sporting and tourism appeal. 🇫🇷

Designed as a true engagement lever, this collaboration will give rise to various activations throughout the season, aiming to engage communities,

connect with cycling fans and further strengthen Golden Palace Group's footprint in the sporting landscape.



“This partnership reflects our long-term vision: supporting excellence, strong leadership and teams that consistently perform at the highest level. Alpecin-Premier Tech combines sporting success with a clear long-term strategy, making this collaboration a natural and meaningful fit.”

Massimo Menegalli
CEO & COO – Golden Palace Group



“We are pleased to welcome Golden Palace News as a new media partner. As a team, we are constantly looking for ways to expand our reach, including through new media. Golden Palace News’ increased focus on cycling aligns with our long-term vision and makes this collaboration a logical step.”

Christoph & Philip Roodhooft
Team Managers of Alpecin-Premier Tech



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