[...] if we take a good look at the realities and at history, today we discover that there is something even more important than soldiers and goods that pass through the roads and these are the cultures. Therefore, I think we can say that the Via Francigena is a road of cultures.

[...] we need to connect northern and southern Europe while preserving their diversity and originality. The Via Francigena makes it possible.

Jacques Le Goff

French medievalist and historian
(1924 - 2014)
To mark the association’s 20th anniversary (2001 – 2021), the European Association of the Via Francigena ways, together with its network of partners and friends, organises a walking event “Via Francigena. Road to Rome 2021”.

Departing on foot on 15 June 2021 from Canterbury Cathedral, km zero of the itinerary, ramblers will walk their way to Rome to continue to Santa Maria di Leuca, with some stages covered on foot or by bicycle.

European Association of the Via Francigena ways (EAVF)

The EAVF was founded on 7 April 2001 as a voluntary association of local authorities and public institutions, which now unites 190 local authorities and regions, 63 associations in England, France, Switzerland and Italy.

The Association is a certified carrier network of the Via Francigena route, recognised by the Council of Europe in 2007 for its work on enhancement of the route on the international level and protection of the route’s integrity.
Via Francigena

Labelled Cultural Route of the Council of Europe in 1994, the modern Via Francigena is a route of slow travel, cultural discovery and soul searching.

It provides a unique opportunity of a long-distance walk from northern Europe and the harbours of the Mediterranean Sea on the footsteps of medieval pilgrims.

The route traces a journey of an archbishop Sigeric of Canterbury (Kent, UK) on his way back from pilgrimage to Rome to obtain the episcopal pallium from Pope John XV.

In 2019 the route was extended from Rome to Santa Maria di Leuca, based on an Itinerarium Burdigalense, a travel of an anonymous pilgrim from 333 AD.

Today the Via Francigena counts 3,200 km, 148 stages, crosses 16 regions and 630 European municipalities. It constitutes one of the most attractive cultural routes.
Four months *ON THE ROAD*

A group of pilgrims and ramblers including the EAVF staff, local associations, journalists, video-makers and influencers will walk along the route, covering every stage of the trip and carrying the symbolic pilgrim walking stick – our Olympic torch.

Anyone willing to join the group is welcome to walk with us.

A long journey: slow and sustainable travel

Walking on foot with a backpack on the shoulders and travelling by bicycle, we will discover landscapes and local traditions and meet mayors, local administrators, associations and walk enthusiasts celebrating the Francigena adventure.

We will collect stories, experiences and images to share a universe of the Via Francigena and its representatives.
Objectives

- Supporting the UNESCO candidature of the Via Francigena through knowledge of its European cultural heritage.

- Relaunch of sustainable cultural tourism along the Via Francigena.

- Awareness-raising among local communities, ramblers and international public on topics of environmental protection and responsible travel.

- Support of the economic restart of the territories.

- Enhancement, valorisation and protection of the Via Francigena cultural and natural heritage.

- Route maintenance, check-up route’s state and safety.

- Enhancement of private sector operating along the Via Francigena (tour operators, hoteliers, restaurateurs and service providers) and of local associations.

- Valorisation of local gastronomy, heritage and events; connecting the territories.
Communication

"Road to Rome 2021" will be disseminated via:

- **EAVF website and social media, sites of partners’ organisations**
- **Radio Francigena and other national and local radios**
- **Photo and video gallery**
- **National and local press**
- **Bloggs and stories, narrated by influencers and bloggers**
- **Magazine “Via Francigena and the European Cultural Routes” and other magazines**

Contributions from EAVF Members and Friends

EAVF will collaborate with its members to narrate stories of territories crossed via the walking trip.

Local authorities will be provided with promotional opportunities and visibility.
Get Involved

Disseminate information among your partners and stakeholders

Contribute to the crowdfunding campaign (February-March 2021)

Organise events (conference, seminar, workshop) on a day of arrival to your community

Provide communication support, connect us with your communication team, journalists and influencers for a common media campaign

Offer hospitality and welcome along the way

Walk with us, inviting your local Alpine or hiking club to walk together

Private Sponsors

The outreach of the “Via Francigena. Road to Rome 2021” is global, attracting an audience of thousands of people from governments, private sector, international organizations, academia, NGOs and civil society, pilgrims and walkers.

Private sponsors will allow the association to carry out important activities for protection and promotion of the route.

Sponsors of the event will be highlighted in all produced materials, events and activities.
Sponsorship Packages

Choose the sponsorship packages and contributing to the event:

**MAIN SPONSOR** - in agreement with the EAVF

- **Gold** - from 10,000 euros
- **Silver** - 5,000 euros
- **Bronze** - 1,000 euros

**Friends**: 50 euros. You will enjoy visibility on the EAVF website throughout the entire event.

Become a "supporting" partner:

Many supporters can provide significant in-kind contribution and support, such as:

- accommodation for the group of walkers (4 people)
- meals (4 people)
- transport / transfers (4 people)
- media support
- walking equipment
<table>
<thead>
<tr>
<th>MAIN SPONSOR</th>
<th>Partner GOLD</th>
<th>Partner SILVER</th>
<th>Partner BRONZE</th>
<th>Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Benefit**

- Use of the official logo: Sponsor, Partner, Friend
- Insertion of your logo and web portal on the AEVF website
- Logo on banners, programme and project materials
- Logo on all promotional and communication products
- Invitation to all official project events
- Mention in all online and offline presentations
- Invitation to the project Management Committee
To find out more about the collaboration opportunities, the event calendar and the latest updates, visit the website:

www.viefrancigena.org

European Association of Via Francigena ways

Headquarter
Casa Cremonini, Piazza Duomo 16
Fidenza 43036, Italy

Mail
secreteria@viefrancigena.org