



TOUR OF BRITAIN

LOCAL SPONSORSHIP OPPORTUNITIES

THE OPPORTUNITY

The Tour of Britain is a British sporting phenomenon. It has become the UK's biggest free-to-attend sporting event, with 1.5 million spectators and still growing.

Some of the world's best riders now participate - many of whom recognise Britain as one of the best places in the world to cycle, both from the perspective of a sporting challenge and in terms of having some of the most animated, enthusiastic spectators to be found anywhere.

Tour of Britain is coming to your area in September 2020. With its global reach, this is your chance to put your company firmly in the spotlight, with one of our specially tailored sponsorship packages.



THE EVENT



8-DAY STAGE

UCI SANCTIONED
ROAD RACE



20 TEAMS
INC. 4 OF THE
**BEST
BRITISH
TEAMS**



BRITAIN'S
**LARGEST
FREE**
TO ATTEND EVENT



£32.3M

VALUE TO UK
ECONOMY



1.5M
ROADSIDE
SPECTATORS



HUNDREDS OF
**RACE
MAKERS**





THE AUDIENCE



BROADCAST IN THE
UK BY
**ITV4 &
EUROSPORT**



**LIVE &
HIGHLIGHTS**
COVERAGE OF
EVERY STAGE



4M
UK TV
AUDIENCE*



170+
MARKETS
INTERNATIONALLY



29M
GLOBAL TV
AUDIENCE*



THOUSANDS OF
**EDUCATION &
COMMUNITY**
PARTICIPANTS

*Does not include demand or catch-up TV



THE SPONSORSHIP PACKAGES

PLATINUM PACKAGE SPONSOR

This is an opportunity for ONE official stage sponsor

- Sole official headline sponsor for your Tour of Britain stage
- Key involvement in the official stage launch
- Stage naming rights
- Official sponsor of the 'Stage Winner' package
- Branding on stage pre-event marketing materials
- Official vehicle places
- Branding on start/finish gantry
- Signage boards at start/finish
- Branding on podium backdrop
- Advertising on big screen at finish
- PA announcements re stage sponsor at start/finish
- Full A4 page advert in official programme
- Complimentary VIP tickets to start/finish hospitality area
- Space in official promotion zone at finish
- Right to use event name and logo in conjunction with sponsorship in company advertising in 2020
- Branding on relevant stage pages on event website
- Sponsor recognition on locally controlled marketing and media
- Marketing and communications ideation support to maximise involvement

GOLD PACKAGE SPONSOR

This is an opportunity for ONE stage sponsor

- Credited and named at official stage launch
- Official sponsor of the 'Starting Flag' package
- Branding on stage pre-event marketing materials
- Signage boards at start/finish
- Branding on podium backdrop
- Advertising on big screen at finish
- PA announcements re Stage Sponsor at start/finish
- Half A4 page advert in official programme
- Complimentary VIP tickets to start/finish hospitality area
- Space in official promotion zone at finish
- Right to use event name and logo in conjunction with sponsorship in company advertising in 2020
- Branding on relevant stage pages on event website
- Sponsor recognition on locally controlled marketing and media
- Marketing and communications ideation support to maximise involvement

SILVER PACKAGE SPONSOR

This is an opportunity for TWO stage sponsors

- Sponsor recognition on locally controlled marketing and media
- Branding on stage pre-event marketing materials
- Signage boards at start/finish
- Space in official promotion zone at finish
- Advertising on big screen at finish
- Complimentary VIP tickets to start/finish hospitality area
- PA announcements re Stage Sponsor at start/finish
- Branding on roadside banners
- Right to use event name and logo in conjunction with sponsorship in company advertising in 2020
- Branding on relevant stage pages on event website
- Marketing and communications ideation support to maximise involvement

BRONZE PACKAGE SPONSOR

This is an opportunity for THREE stage sponsors

Our bronze sponsorship package is shaped for businesses and organisations that want to support the Tour of Britain and gain recognition as an Official Supporter.

There are a limited number of bronze sponsorship opportunities and we expect this to be a popular option for smaller businesses.

- Complimentary VIP tickets to start/finish hospitality area
- PA announcements re Stage Sponsor at start/finish
- Right to use event name and logo in conjunction with sponsorship in company advertising in 2020
- Branding on relevant stage pages on event website
- Sponsor recognition on locally controlled marketing and media
- Marketing and communications ideation support to maximise involvement

THANK YOU

NB Involvement as an official local sponsor is subject to the agreement of the race organisers SweetSpot Group Ltd.

As there are a number of official national sponsors of the race, they will need to clear sponsors' involvement to avoid any contractual issues with existing sponsors.

A formal contract will be presented when negotiations are completed and this will detail logo's sizes, locations etc.

