

The UK's premier road cycling event,
The Tour of Britain, will be hosted in
Cornwall in 2021 for the first time ever.



**This will be a high profile, high octane event –
and you can be part of it!**

Choose from a range of great sponsorship options for your business. Get the benefit of increased profile and association with a high profile event, an exciting way to increase your brand awareness and company profile and enhance your company image and reputation.





The UK's biggest professional cycle race and the largest annual free-to-spectate event

The Tour of Britain is an international professional road cycle race organised by The Tour of Britain Limited and SweetSpot Group Limited in collaboration with the British Cycling Federation. It is a flagship event for the world's best riders, akin to the Tour de France.

This amazing event has been held annually across the UK for 15 years. The Tour takes place over eight days, with around 20 international teams and more than 100 riders, including world famous cyclists who compete in the Tour de France.

In 2021, the Tour of Britain starts in Penzance and the cyclists will ride 185 kilometres through Cornwall for the first stage of the event, attracting spectators and media coverage, on their way to the finish line in Bodmin.

The event will latch into the massive popularity of cycling, which is Britain's fastest growing participation sport. Over 11 million people ride at least once a week in the UK¹, and this is sure to boost interest in the event still further.

¹ Walking and cycling statistics (CW) - GOV.UK (www.gov.uk)

The spotlight on Cornwall

The Tour of Britain will start in Penzance on 5th September 2021, where there will be a Grand Depart Launch event, including VIP hospitality. At the starting gun, the riders will set off to ride over 180 kilometers across Cornwall from Penzance to Bodmin, cycling through St Just, St Ives, Hayle, Camborne, Pool, Redruth, Falmouth, Penryn, Truro, Newquay and St Austell. At the finishing line in Bodmin, there will be a further VIP hospitality event and big screen coverage.

Recent experience of hosting major events in Cornwall has included the Olympic Torch Relay in 2012 which attracted 1 billion viewers globally and generated over £17 million in PR value. We expect that the Tour of Britain 2021 will be a similar event, creating huge excitement around the county and putting Cornwall in the spotlight on the national and international stage.

This is a real opportunity to showcase the very best Cornwall has to offer to the world. It is expected that the event will have not only economic but also environmental and social benefits, bringing together communities, schools, local clubs, public and private sector organisations.

The Tour will be covered online, in the national and international press and broadcast live on both ITV4 and Eurosport and an increased distribution by EurosportGNC around the world. Coverage of the last Tour of Britain was broadcast to 129 countries, reaching over 100 million TV viewers worldwide and over 8 million in the UK. Media for the 2021 event is expected to include Eurosport (live coverage plus daily highlights), BBC, ITV as well as extensive press and online coverage worldwide.

1 PENZANCE TO BODMIN SUNDAY 5 SEPTEMBER 2021



STAGE PARTNER



Sponsorship opportunities – your business in the spotlight ²

So that as many businesses and organisations as possible can get involved, we have developed a wide range of sponsorship packages for the Cornwall stage of the Tour of Britain.

Take your pick from the selection below.

The deadline for sponsorship and all logos for publicity is **31st July 2021** so that there can be maximum exposure for the sponsors in all pre-event publicity.

² Sponsorship restrictions apply – no companies can be approached in relation to: Cars, Printing, Imaging, Wheels, Tyres, Resort, Bicycle Cleaning, Cycling Shoes, Sunglasses. Branding guidelines apply for use of CTOB and ToB logos.

Sponsorship packages for the Tour of Britain Cornwall stage (Penzance-Bodmin)

Supporter - £250

- Right to use Cornwall Tour of Britain name and logo to promote the sponsorship in your own company advertising
- Branding on Cornwall Tour of Britain Sponsor Pages
- Your company's logo will be printed (small size) on the back of a special promotional t-shirt for the event and you will receive 5 T-shirts free

Super fan - £1,000

- Sponsorship recognition in local marketing and media
- Right to use Cornwall Tour of Britain name and logo to promote the sponsorship in your own company advertising
- Branding on Cornwall Tour of Britain Sponsor Pages.
- Your company's logo will be printed (small size) on the back of a special promotional t-shirt for the event and you will receive 10 T-shirts free

Bronze – £2,500

- One signage board at your choice at the start or finish of the Cornwall stage
- Sponsorship recognition in local marketing and media
- Right to use Cornwall Tour of Britain name and logo to promote the sponsorship in your own company advertising
- Branding on Cornwall Tour of Britain Sponsor Pages
- Your company's logo will be printed medium-size on the back of a special promotional t-shirt for the event and you will receive 10 T-shirts free

>> Packages continued on next page >>



Silver - £6,000

- 2 signage boards at both the start of the stage in Penzance and the finish in Bodmin
- 2 complimentary VIP places in the hospitality area at the start in Penzance
- Sponsorship recognition in local marketing and media
- Right to use Cornwall Tour of Britain name and logo to promote the sponsorship in your own company advertising
- Branding on Cornwall Tour of Britain Sponsor Pages
- Your company's logo will be printed medium-size on the back of a special promotional t-shirt for the event and you will receive 20 T-shirts free

Gold - £12,000

- Named in the launch publicity (online, local and international media) as well as in local marketing
- 2 complimentary VIP places in the hospitality area at the finish of the stage
- 2 signage boards at both the start of the stage in Penzance and the finish in Bodmin
- Advertising on big screen at the finish in Bodmin
- Mentions in PA announcements at start/finish of the Cornwall stage
- 3mx3m Space in official 'Tour Village' promotion zone at stage start and finish
- Right to use Cornwall Tour of Britain name and logo to promote the sponsorship in your company advertising
- Branding on Cornwall Tour of Britain Sponsor Pages
- Your company's logo will be printed large-size on the back of a special promotional t-shirt for the event and you will receive 30 T-shirts free

Platinum - £20,000

- Sole official headline sponsor for the Cornwall Tour of Britain stage. This will include the right to be involved in agreeing the name for the Cornwall stage and branding pre-event
- Named in the launch publicity (online, local and international media) as well as in local marketing
- 4 complimentary VIP places to the hospitality area at the finish of the stage in Bodmin
- 3 signage boards at both the start of the stage in Penzance and the finish in Bodmin
- Advertising on the big screen at the finish in Bodmin
- Branding on Tour of Britain website and Cornwall Tour of Britain sponsor pages
- Mention in PA announcements at start/finish of the Cornwall stage
- 3mx3m space in official 'Tour Village' promotion zone at stage start and finish
- Right to use both event name – Tour of Britain – and Cornwall Tour of Britain logo to promote the sponsorship in your company advertising
- Your company's logo will be printed large on the back of a special promotional t-shirts for the event and you will receive 50 T-shirts free



To find out more and to reserve your sponsorship, please email

CornwallToB@cornwall.gov.uk

