



## BRITAIN'S GREAT TOURS

TOUR SERIES



TOUR OF  
BRITAIN



THE  
WOMEN'S  
TOUR

### THE TOURS





## DELIVERING CYCLING EVENTS SINCE 2004

- 2004 Inaugural edition of the Tour of Britain
- 2007 Grand Départ of the Tour de France (London) delivery partner
- 2009 The Tour Series - city centre televised cycle races introduced
- 2010 Introduction of The Great Tour - a 64-day circumnavigation of the British coastline
- 2012 Prudential RideLondon - Olympic legacy cycling events and world's greatest festival of cycling delivery partner
- 2014 First edition of The Women's Tour
- 2019 The Women's Tour - expands to six stages for the first time in its history
- 2021 Successfully deliver 17 days of events during August to October, including first UCI events in UK since pandemic

# THE GREAT TOURS

## SIMPLY UNIQUE

- Britain's Great Tours include the Tour of Britain, Tour Series and the Women's Tour
- Covering the length and breadth of Britain they bring free-to-watch road cycling to millions of people every year
- 2019 was a hugely successful year, with record crowds lining the Tour of Britain final stage (600K) and recognition of the Women's Tour as the gold standard event in women's cycling
- Despite the unprecedented challenges faced in 2020 and the postponement of our races, 2021 saw a successful Tour Series delivered in August, the Tour of Britain in September – widely acclaimed as the 'best ever' – and the return of the Women's Tour in October to huge crowds.
- 2022 has so far seen the Tour Series and the Women's Tour take cycling all across the country, and both have been Live Broadcast for the first time. The Tour of Britain in September will be a fitting culmination to the season with the race starting in Aberdeen and travelling down through the UK, finishing on the Isle of Wight on Sunday 11<sup>th</sup> September.



SweetSpot



# JOIN THE CYCLING REVOLUTION



## FUNDING

**£2 billion** government package to create new era for cycling and walking – funding will improve infrastructure to encourage healthier and greener travel habits  
*(Gov.uk May 2020)*

## FIGHTING OBESITY

Govt Better Health campaign will aim to reach **35m** people in a bid to help them lose weight and live healthier lives. Doctors to prescribe cycling in new obesity strategy  
*(BBC News July 2020)*



## MENTAL HEALTH

Cycling is proven to reduce anxiety and stress – **18% more** of people who ride a bike every day consider their life happy, compared to people who tried and stopped cycling  
*(British Cycling April 2019)*



## BIKE BOOM

Explosive growth in bike sales, with a **60%** rise seen in April 2020. **1.3m** Brits bought a bike during lockdown, this accounts for almost **5%** of all UK consumers  
*(Bicycle Association / Cycling Weekly)*



## ACCESSIBILITY

**42%** of people in England aged 5+ own or have access to a bicycle, that's **c.20m** people. Govt vouchers will be issued for cycle repairs, to encourage people to get their old bikes out  
*(CyclingUK.org/statistics / Gov.uk May 2020)*



# WE HAVE A BOLD VISION FOR THE TOURS

Inspire the **next generation** of riders

Increase the **scale and global recognition** of the events

Provide seamless **connectivity** and best in class **content** from the races

Spearhead initiatives to reduce the **carbon footprint** of cycling events

Improve the **health and wellbeing** of Britain through cycling



THE NEXT  
GENERATION



LIVE TV COVERAGE OF  
WOMEN'S TOUR



DATA AND  
INSIGHTS



OUR  
GREEN PLAN



'WOMEN ON  
WHEELS'

# PARTNERSHIP BENEFITS

## HELPING TO DELIVER ON YOUR OBJECTIVES



### NATIONAL AND GLOBAL COVERAGE

Largest free-to-watch event in the UK, roadside spectators and global TV broadcast



### GENDER PARITY

Committed to gender equality in all aspects of the events



### PROUDLY BRITISH

Celebrate and support Britishness and our heritage



### COUNTYWIDE REACH

Activate across all regions as we visit new locations every year



### EXCLUSIVITY

Money can't buy experiences – guest cars, podium, bespoke events



### HEALTHY LIVING

Promote healthy body and mind through cycling messaging



### INSPIRED AUDIENCE

Over 60% of spectators are inspired to get out on their bikes



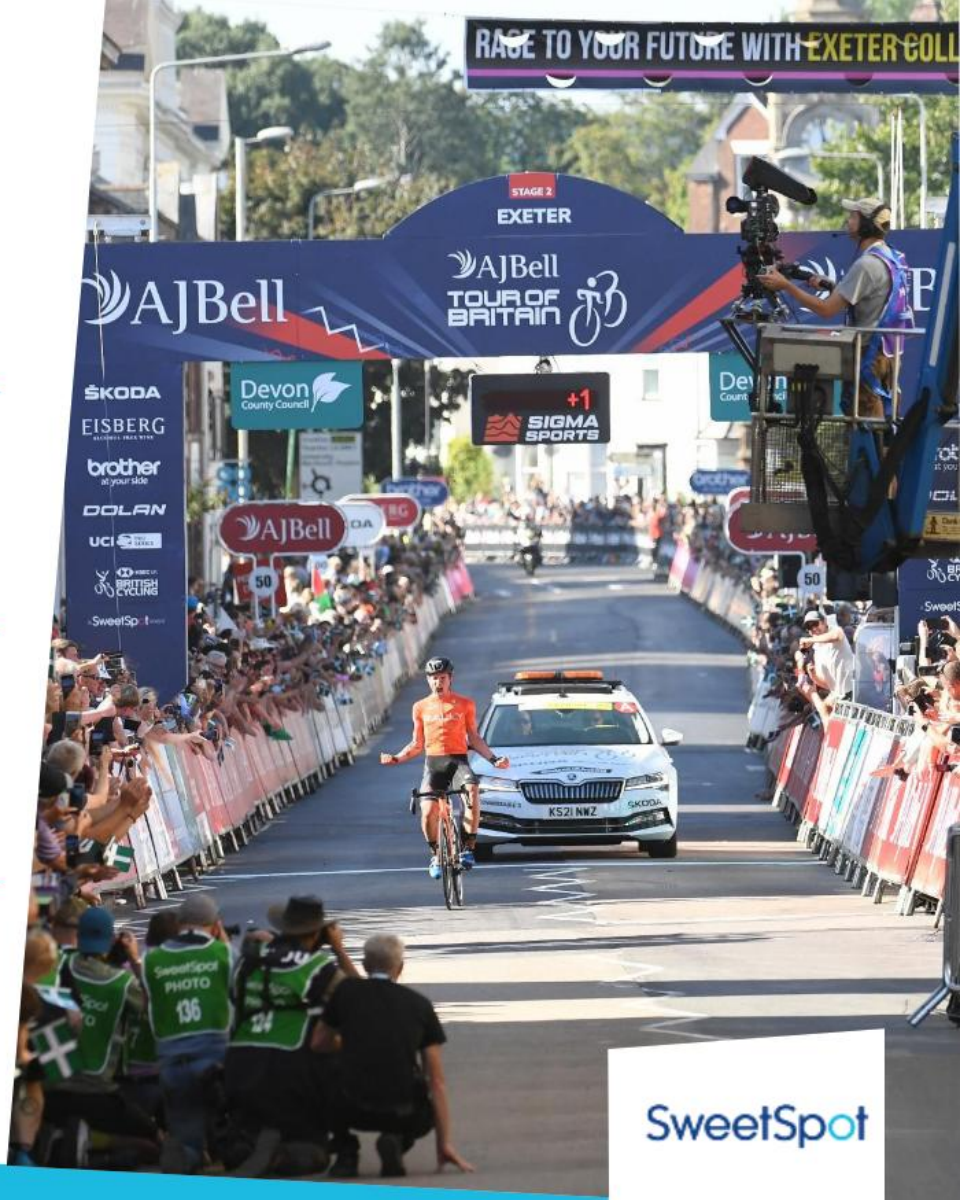
### COMMUNITY PARTICIPATION

Engage communities through school, business and cycling club programmes



### SUSTAINABILITY

Join the movement to create a greener sustainable future through cycling



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## WHAT IS THE TOUR OF BRITAIN?

Relaunched in 2004, the Tour of Britain is a cornerstone of the British sporting calendar. The UK's national cycling tour, and the country's biggest and most prestigious cycle race.

The Tour of Britain is free-to-attend for spectators and free to watch on ITV4, making it a hugely popular free-to-attend community event.

Global cycling stars such as Julian Alaphilippe, Wout van Aert and Mathieu van der Poel plus British heroes Geraint Thomas, Mark Cavendish, Chris Froome competed in recent editions.



# THE TOUR OF BRITAIN



## 8-DAY STAGE

UCI SANCTIONED  
ROAD RACE



20 TEAMS  
INC. 5 OF THE  
**BEST  
BRITISH  
TEAMS**



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



**£30M**

VALUE TO UK  
ECONOMY



**1M**  
ROADSIDE  
SPECTATORS



**16M**  
CUMULATIVE TV  
AUDIENCE\*

\*Does not include demand or catch-up TV



## RETURN ON INVESTMENT

UP TO £4M  
BOOST TO  
THE  
ECONOMY

PLATFORM TO  
ENGAGE  
LOCAL  
COMMUNITY

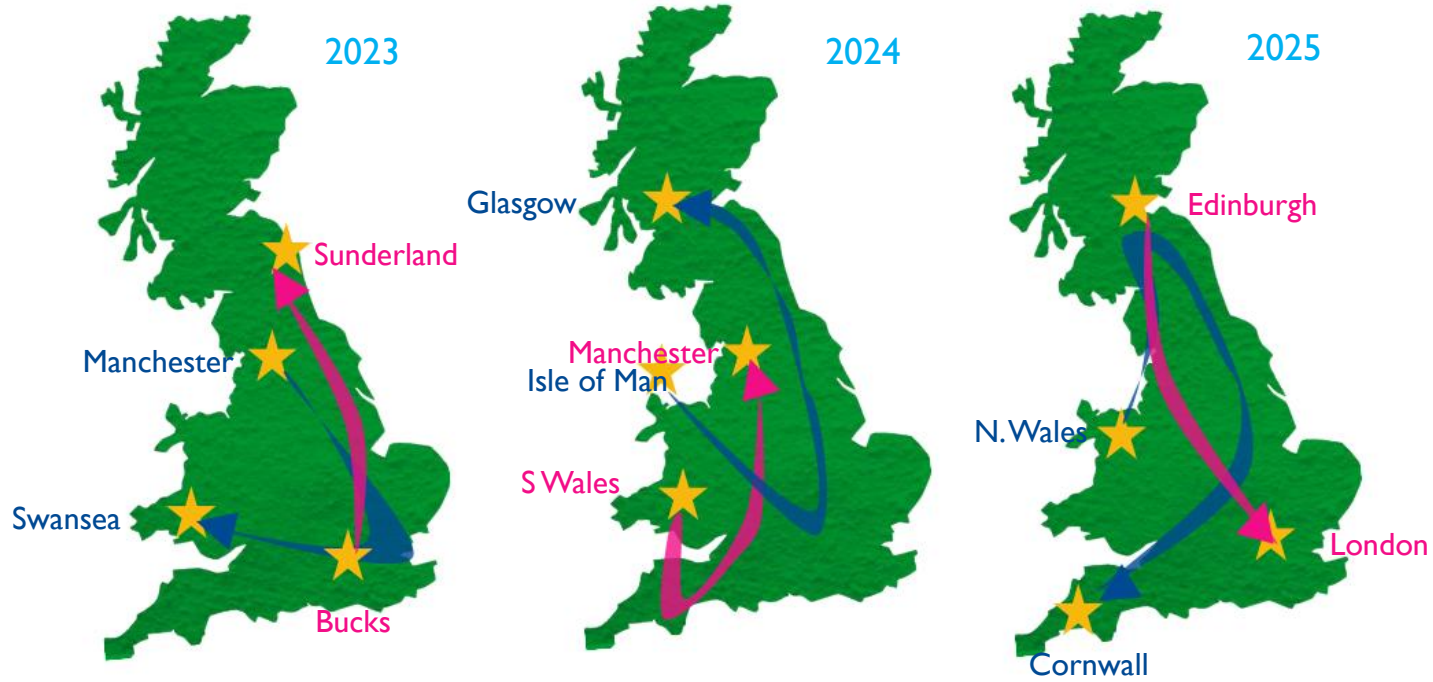
MEDIA  
VALUE  
£1.2M FOR  
THE AREA

64% OF  
SPECTATORS  
ARE  
INSPIRED TO  
CYCLE  
MORE





# THE NEXT 3 YEARS





# OPPORTUNITIES AND HOSTING FEES

- September | A stage of the Tour of Britain
  - Stage Start £84K, Stage Finish £126K

**£210K + VAT**

Discounts available for multi year agreements

Host venues have the rights to find local sponsors to offset the hosting fee

# LOCAL SPONSORSHIP

- A range of ways for local businesses to get involved and support the stage
- From taking ownership of the stage with associated branding and media rights through to packages designed to help support the event and legacy in the area
- Supporters packages specifically aligned with CSR objectives and community activity related to the event
- Corporate packages to take part and experience the event first hand
- Packages can be tailored to fit specific needs, requirements and interests
- SweetSpot will attend business breakfasts, presentations and meetings to assist in the process





# SWEETSPOT PROVIDES

- Full technical meetings and support for all event logistics and planning with the host venue team
- Nominated project manager at SweetSpot including additional support with PR and B2B conversations around sponsorship opportunities
- Risk assessments and health and safety checks and reports
- Security management
- Event management delivery on the day
- Barriers, hospitality, signage, structures, logistics, infrastructure and branding
- Photo finish facilities
- Placement of television coverage and full TV production including interview and postcard opportunities for the host destination
- Riders and teams
- Prize money





## ....ALSO...

Full national PR and Marketing plan and delivery, including:

- National launch event / announcement
- Local/regional promotional events
- Regular press releases announcing race developments, teams, sponsors and rider updates

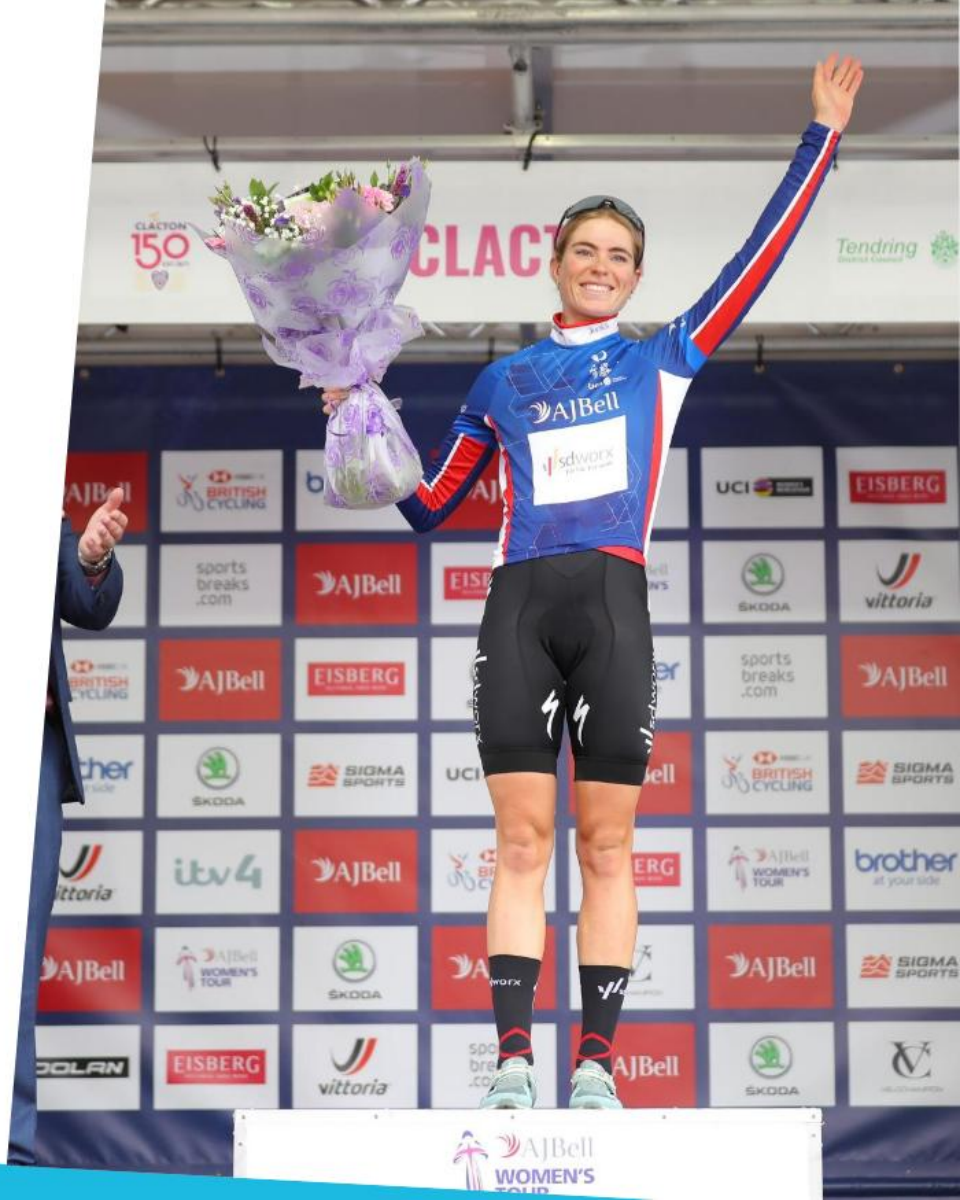
Marketing Support and Promotion:

- Event website and digital channels
- Bespoke marketing materials
- Community engagement support for schools, businesses, cycling clubs and the wider community
- Competitions and activations



# HOST VENUE RESPONSIBILITIES

- Start/finish road closures and suspension of parking on race route (for stage races) or full closure (for Tour Series).
- Public order policing
- Road closure application and advertising
- Traffic management
- Road quality: sweeping, pot holes (if necessary)
- First aid cover (for the public)
- 30 stewards and 6 SIA accredited marshals (at both start and finish)
- Water supply for start/finish gantry and hospitality
- Flower bouquets for the winner
- Temporary structure permissions over highways
- Merchandise and license permissions applicable to event
- Provision of suitable venue for media centre







STAGE 8  
ABERDEEN

AJ Bell

AJ Bell  
TOUR OF  
BRITAIN

AJ Bell

SKODA  
EISBERG

brother  
at your side

DOLAN

UCI

Scotland  
The Perfect Stage

+1  
SIGMA  
SPORTS

SKODA  
EISBERG

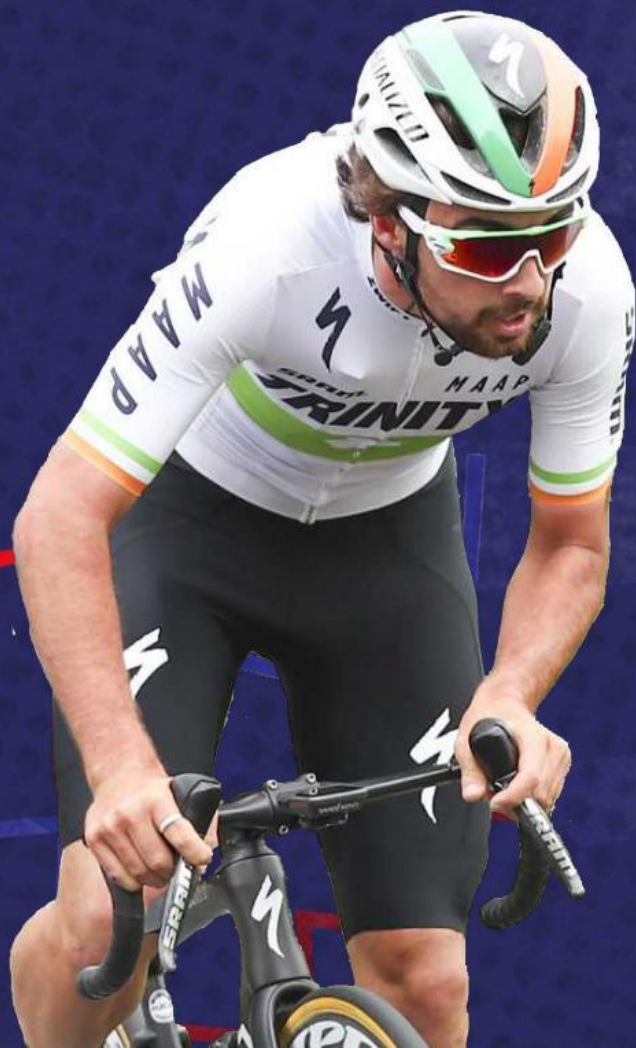
brother  
at your side

DOLAN

UCI

TOUR OF  
BRITAIN


SweetSpice



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# TESTIMONIALS





“Made the final podium. We tried every day, we gave everything. Happy to be back in this beautiful country... stage four was like a classic!”

**JULIAN ALAPHILIPPE**  
Deceuninck – Quick-Step





"I have to say congratulations to the organisers, SweetSpot. The race's reputation has grown over the years and the list of recent winners is beginning to resemble a who's who of cycling..."

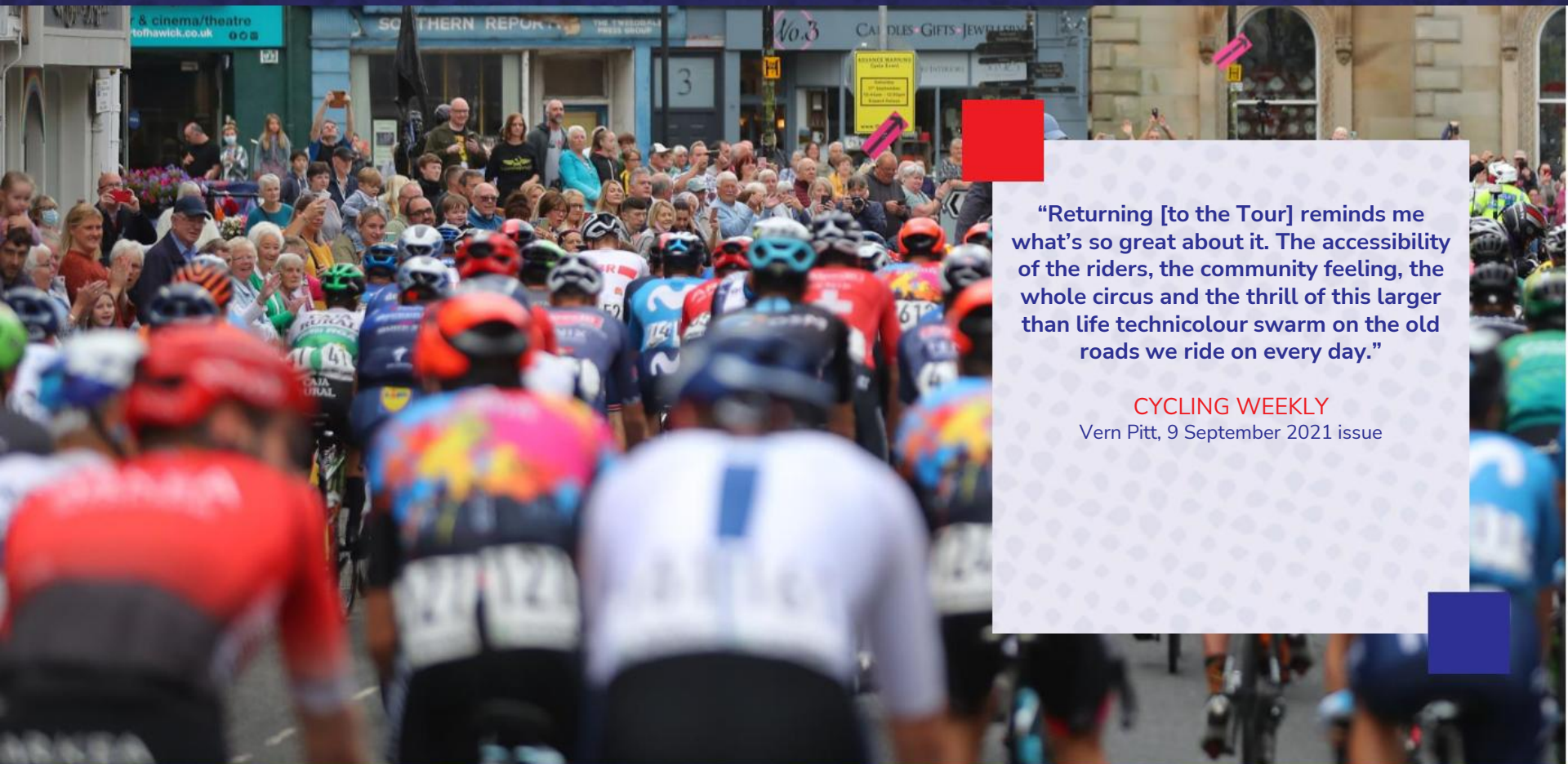
**DAN MARTIN**  
Israel Start – Up Nation

“In the end, [Wout] van Aert edged [Ethan] Hayter by six seconds, with world champion Julian Alaphilippe completing a stellar podium. In just eight days, fans were treated to some edge-of-the-seat racing a genuine GC battle of the kind lacking during the previous 21 days [during the Vuelta a Espana...]

CYCLIST  
November 2021 issue





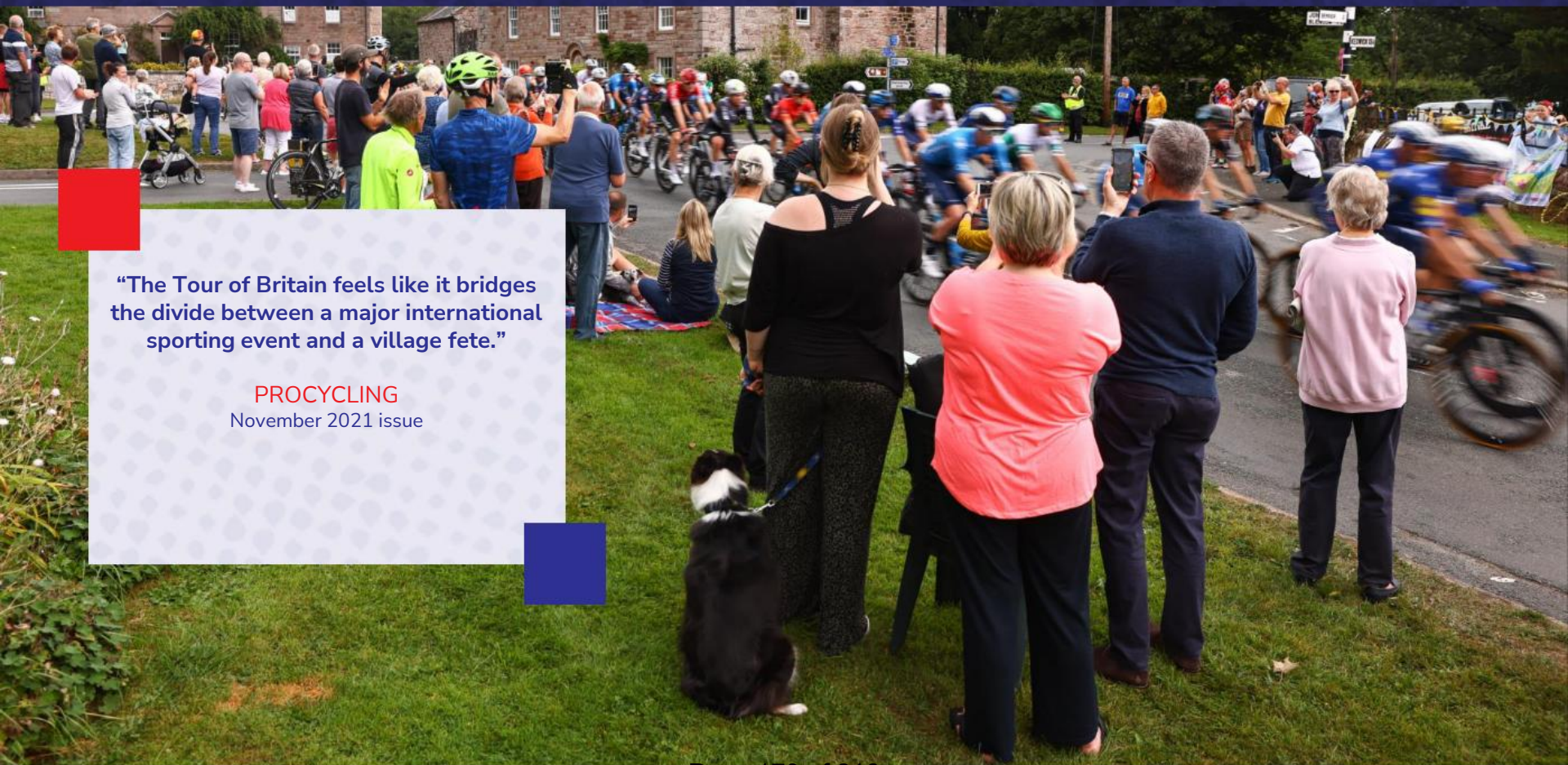


“Returning [to the Tour] reminds me what’s so great about it. The accessibility of the riders, the community feeling, the whole circus and the thrill of this larger than life technicolour swarm on the old roads we ride on every day.”

CYCLING WEEKLY

Vern Pitt, 9 September 2021 issue





“The Tour of Britain feels like it bridges the divide between a major international sporting event and a village fete.”

PROCYCLING  
November 2021 issue





TOUR SERIES



TOUR OF  
BRITAIN



THE WOMEN'S  
TOUR

ADVANCE WARNING  
REGENT STREET  
Lane Restrictions  
between Piccadilly &  
Glasshouse Street for  
Carriageway Works  
Jan 2016 - Aug 2016  
Expect delays

For more information, please contact:

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SweetSpot