TOUR OF BRITAIN 2016
A winning opportunity for local businesses

STAGE 3 Sponsorship Packages
Tuesday 6th September 2016 | Congleton to Tatton Park
BE PART OF THE BIGGEST CYCLING EVENT IN BRITAIN...

IN CHERSHIRE.

On Tuesday 6th September 2016, the UK’s premier cycle race – and the largest free to attend sporting event – comes to Cheshire. Starting in Congleton, see the world’s best teams and riders competing across the Cheshire plain before heading into the foothills of the Peak District and finishing in Tatton Park, Knutsford.

It promises to be a historic occasion; and this is your chance to put your business right at the heart of it, with one of our specially-tailored sponsorship packages.

This is a unique opportunity to put your company’s name in front of an audience of millions with a range of sponsorship packages from Full Stage Sponsor to Affiliate Sponsor. It’s another way Cheshire’s businesses and organisations can proudly support their local communities – indeed, it can even form part of your corporate social responsibilities.

Photo courtesy of Michael Bugg
**Congleton to Tatton Park - Tuesday 6th September 2016**

**START - 11am**

**FINISH - 3.30pm**

**Congleton**

**Tatton Park, Knutsford**

**Alderley Edge**

**Bollington**

**Macclesfield**

**Wiltons**

**Final route is still subject to change**
JUST HOW BIG AN OPPORTUNITY IS IT?

The popularity of cycling is booming in Britain. For the Tour of Britain, that means not only will thousands be lining the route to watch in person, but also that the whole event will be covered in the national press, online and beamed across the world to millions of people watching it on TV.

It also brings great economic benefits for the county, both in terms of visitors and in media coverage; and as a sponsor, it provides a fabulous platform to promote your business.
Eurosport & ITV4: shown live, plus daily 1hr highlights

8.2 MILLION viewers on ITV

116.5 million potential worldwide TV audience

BBC Radio 5Live and local BBC & commercial radio coverage

154,000 average spectators per stage

18% of visitors stayed overnight

Broadcast to countries 129

67% of spectators inspired to cycle more often

116.5 million potential worldwide TV audience

PRESS COVERAGE

33 international titles
13 national newspapers
33 regional titles

ÖVER 4.1 MILLION average net economic impact per stage

ONLINE COVERAGE

4.3 million page views on Tour of Britain website,
110,000 social media followers

All statistics from Tour of Britain 2015
STAGE SPONSOR PACKAGE

This premier package offers the ultimate coverage before, during and after the Cheshire Tour Stage, and includes:

› Speech from Top Cyclist
› Meet the riders events over the summer on the build-up to the event
› Company cycle sprint on race day
› A health/coaching programme for employees
› Branding on start/finish arch
› Cycle past business premises subject to technical assessment
› Reference in TV commentary
› Branding on podium backdrop
› Branding on all ToB Stage 3 marketing materials; posters, postcards
› Full page advert in ToB official programme
› Signage boards at start/finish
› Sponsor recognition on locally controlled marketing and media; microsite, newsletter, editorial
› Complimentary VIP tickets to start hospitality area
› Complimentary VIP tickets to finish hospitality area
› PA announcements re Stage Sponsor at start and finish
› Opportunity to be involved in official team sign-in/presentations ceremony
› Right to use event name and logo in conjunction with sponsorship in company advertising in 2016
› Space in the official promotion zone at finish
› Signed jerseys

£50,000 PLUS VAT
GOLD SPONSOR PACKAGE

An exceptional opportunity to benefit from Cheshire’s Tour of Britain coverage, with a comprehensive package that includes:

› Cycle past business premises subject to technical assessment
› Meet the riders events over the summer on the build-up to the event
› Branding on podium backdrop
› Branding on all ToB Stage 3 marketing materials; posters, postcards
› Half page advert in ToB official programme
› Signage boards at start/finish
› Sponsor recognition on locally controlled marketing and media; microsite, newsletter, editorial
› Complimentary VIP tickets to start hospitality area
› Complimentary VIP tickets to finish hospitality area
› PA announcements re Stage Sponsor at start and finish
› Right to use event name and logo in conjunction with sponsorship in company advertising in 2016
› Space in the official promotion zone at finish
› Signed jerseys

£30,000 PLUS VAT
SILVER SPONSOR PACKAGE

Our Silver Package gives your business the opportunity to be an integral part of this historic sporting event, at reasonable cost. It includes:

› Logo in the ToB official programme
› Signage board at start/finish
› Sponsor recognition on locally controlled marketing and media; microsite, newsletter, editorial
› Complimentary VIP tickets to start hospitality area
› Complimentary VIP tickets to finish hospitality area
› PA announcements re Stage Sponsor at start and finish
› Right to use event name and logo in conjunction with sponsorship in company advertising in 2016
› Space in the official promotion zone at finish
› Signed jerseys

£10,000 PLUS VAT
BRONZE SPONSOR PACKAGE

The ideal way to be part of the region’s most exciting and historic sporting event for years, the Bronze Package offers your business:

› Sponsor recognition on locally controlled marketing and media; microsite, newsletter, editorial
› Right to use event name and logo in conjunction with sponsorship in company advertising in 2016
› Space in the official promotion zone at finish
› Complimentary VIP tickets to start hospitality area
› Complimentary VIP tickets to finish hospitality area

£5,000 PLUS VAT
AFFILIATE SPONSOR PACKAGE

An excellent opportunity for client hospitality as well as having your company associated with this prestigious event, the Affiliate Package features:

› Sponsor recognition on locally controlled marketing and media; microsite, newsletter, editorial
› Space in the official promotion zone at finish
› Right to use event name and logo in conjunction with sponsorship in company advertising in 2016

£1,000 PLUS VAT
HELP MAKE SPORTING HISTORY

The Tour of Britain coming to Cheshire doesn’t just give you the opportunity to promote your business – it’s your chance to be an integral part of a truly historic occasion, as one of the most important events in the British sporting calendar visits the area for the first time. So don’t miss out – contact us today!
For further information about any of our sponsorship opportunities, please contact us:
TOB@cheshireeast.gov.uk | Kerry Hall - 07816 144 384

www.cheshiretourofbritain.co.uk