

THE TOUR 21

IN PARTNERSHIP WITH

Flutter™

PARTNERSHIPS & EVENT
SPONSORSHIP
OPPORTUNITIES



SINCE 2021



OVER 250,000

Views of the official Tour 21 documentary series, 'Riding for Survival' co-produced and distributed with NBC Sports.



60+ ALUMNI

Riders ranging from the UK, the US, Canada, mainland Europe, South Africa and the Middle East have ensured a truly global feel, engagement and impact for the Tour 21.



10,000+ HOURS

of watch time on the NBC Sports YouTube platform.



OVER 500

Santini produced rider jerseys with sponsors branding have been worn by Tour 21 participants, images of which have been shared millions of times online, across social media and in broadcast/print media.



OVER 6.5M

Impressions of Tour 21 video content across social media platforms.



PARTNERSHIPS WITH THE LIKES OF:

Flutter™

HEINZ
ESTD 1869

Unilever
Food
Solutions



BOOTH'S
THE GOOD GROCERS

SIS
SCIENCE IN SPORT

BALFE'S
BIKES & WORKSHOP

Bidfood
Inspired by you

FLORA
Food Group™

Specsavers

Santini



“ FLUTTER ENTERTAINMENT HAS A COMMITMENT TO DO MORE, OUR HEADLINE SPONSORSHIP OF THE TOUR 21 IS A KEY PILLAR OF OUR GLOBAL ESG TARGETS. ”



KERRY MCNALLY

GROUP HEAD OF COMMUNITIES,
FLUTTER ENTERTAINMENT

PACKAGES

All Tour 21 sponsorship packages can be built and tailored exclusively to specific brand objectives, opportunities and budgets with a broad initial outline below.

*All packages will include a bespoke press release announcing the partnership, logo visibility on the official Tour 21 rider coach, brand visibility on the official Tour 21 website with click throughs, Tour 21 and sponsor logo lock-up for use throughout the duration of the partnership.



SENIOR EVENT SPONSOR & HOTEL PARTNER

£55,000

- ✓ **YOUR SPONSORSHIP FEE**
is aligned against the cost of hotel accommodation for the riders and support crew during Tour 21.
- ✓ **FULL INTEGRATION**
across all aspects of the Tour 21 event.
- ✓ **PROMINENT LOGO**
placement on rider kit, off-bike kit, training kit and crew kit.
- ✓ **EXCLUSIVE BRANDING**
on the off-bike cap used for all media activities whilst on event.
- ✓ **1 X COMPLEMENTARY**
place for full 21-stage Tour 21 event (value of £12,000).
- ✓ **1 X COMPLEMENTARY**
place for 5-stage Tour 21 package (value of £2,500).
- ✓ **2 X COMPLIMENTARY**
places in Cure Leukaemia's London 2 Paris cycling fundraising event (value of £2,400).



ASSOCIATE EVENT SPONSOR & RIDER COACH SPONSOR

£40,000

- ✓ **YOUR SPONSORSHIP FEE**
is aligned against the cost of rider coach hire and wrapping for the duration of the Tour 21 event.
- ✓ **LOGO PLACEMENT**
on rider kit and crew kit in a prominent location.
- ✓ **BRAND 'OWNERSHIP'**
of the Tour 21 side of the official rider coach with dedicated, exclusive space for logo, advertising strapline and/or supporting messages. In addition, exclusivity on the back of the bike trailer seen throughout both Tour 21 and The Route events.
- ✓ **PRESENTING PARTNER**
of Cure Leukaemia produced content used across social media platforms throughout the Tour 21.
- ✓ **50% REDUCTION**
on entry fee for 1 x place for full 21-stage Tour 21 event (value of £6,000).
- ✓ **1 X COMPLEMENTARY**
place for 5-stage Tour 21 package (value of £2,500).
- ✓ **2 X COMPLIMENTARY**
places in Cure Leukaemia's London 2 Paris cycling fundraising event (value of £2,400).



SLEEVE SPONSOR & RECOVERY PARTNER

£20,000

- ✓ **YOUR SPONSORSHIP FEE**
is aligned against the cost of the recovery support team and equipment provided for the full duration of the Tour 21 event.
- ✓ **LOGO PLACEMENT**
on the sleeve of the rider jersey, off-bike jersey and crew jersey.
- ✓ **DEDICATED AND EXCLUSIVE**
references as a Tour 21 event sponsor during the event.
- ✓ **EXCLUSIVE SPONSORSHIP**
of the first and last stages of the Tour 21 with dedicated graphics and content created for both.
- ✓ **50% REDUCTION**
on entry fee for 1 x place for full 21-stage Tour 21 event (value of £6,000).
- ✓ **50% REDUCTION**
on entry fee for 1 x 5-stage Tour 21 package (value of £1,250).
- ✓ **2 X COMPLIMENTARY**
places in Cure Leukaemia's London 2 Paris cycling fundraising event (value of £2,400).



BACK POCKET SPONSOR

£7,500

- ✓ **LOGO PLACEMENT**
in one of nine places on the back pocket area of the rider kit.
- ✓ **DEDICATED REFERENCES**
as an event sponsor in Tour 21 social media.
- ✓ **SPONSORSHIP**
of 1 x stage of the Tour 21 event with dedicated graphic and content.
- ✓ **50% REDUCTION**
on entry fee for 1 x 5-stage Tour 21 package (value of £1,250).
- ✓ **PARTNER RATE**
of entry fee for Cure Leukaemia's London 2 Paris cycling fundraising event (£1,000 per person, max. team of 10 x participants).



STAGE & BUS SPONSOR

£4,000

- ✓ **OWN' ONE OF THE 21 X STAGES**
of the Tour 21 event with your business brand prominent on dedicated graphics and content.
- ✓ **ALIGN YOUR BUSINESS**
to a stage dedicated to a leukaemia patient, survivor or practitioner relevant to your business either in story or locale.
- ✓ **YOUR BUSINESS LOGO**
shown on the official Tour 21 rider coach with interview content with Tour 21 participants held in front, ensuring your business is seen as part of the sponsor wall.
- ✓ **PARTNER RATE**
of entry fee for Cure Leukaemia's London 2 Paris cycling fundraising event (£1,000 per person, max. team of 5 x participants).

****All complimentary, discounted or partner rate places in Cure Leukaemia events are still subject to the minimum fundraising targets set per event.**

GET IN TOUCH



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HEAD OF SPONSORSHIP

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**SCAN TO FIND
OUT MORE ABOUT
TOUR 21**

or visit thetour21.co.uk

