

**LIVE THE TOUR.
FEEL THE TOUR.
RIDE THE TOUR.**



The Tour 21 sees a team of extraordinary amateur cyclists take on The Tour de France - one week ahead of the professionals.

Since 2015, former pros, dedicated amateurs and blood cancer patients have ridden side by side and conquered the world's most iconic cycling event, raising more than £5 million for Cure Leukaemia.

NOW IS YOUR TIME.

For the first time ever, The Tour 21 will start with a Grand Depart in the UK with 3 stages in Edinburgh, Liverpool and Cardiff.

Push your limits across iconic climbs, fast flats and unforgettable landscapes – all with full support and a professional team by your side.

This is The Tour 21, and it's your chance to ride into cycling history.

Every pedal powers pioneering research. Every stage helps to save lives. By supporting Cure Leukaemia, you're supporting groundbreaking clinical research and life changing access to clinical trials for blood cancer patients across the globe.

Whether you're taking on the full Tour or a few stages, this is your opportunity to achieve something extraordinary for yourself, and something truly miraculous for others.



**PLAY THE
TOUR21 TRAILER**

A MESSAGE FROM
CURE LEUKAEMIA PATRON

GEOFF THOMAS MBE



Welcome to The Tour 21 — an extraordinary cycling challenge with an even greater purpose.

In 2003, my life took an unexpected turn when I was diagnosed with chronic myeloid leukaemia, a form of blood cancer. At the time, I was told I might not see another Christmas. Thanks to a stem cell transplant from my sister and the remarkable care I received from Professor Charlie Craddock CBE, I was given a second chance at life — a chance I've dedicated to helping others facing the same battle.

Just two years later, in 2005, I rode the full route of the Tour de France — all 21 stages. It was a personal journey of survival, strength, and defiance. But it was also the beginning of something much bigger.

Since then, I've completed eight full Tours, each one fuelled by a mission: to raise awareness and funds for life-saving blood cancer research.

The Tour 21 is now a powerful movement of like-minded riders who share this commitment — taking on one of sport's toughest endurance events, while making a lasting difference in the lives of others.

If you're reading this, you're already considering doing something extraordinary. I can tell you from experience: The Tour 21 will challenge you, inspire you, and change your life — just as it changed mine.

I look forward to welcoming you to the team.

With heartfelt thanks,
GEOFF THOMAS MBE



A MESSAGE FROM TOUR 21'S HEADLINE PARTNER

FLUTTER ENTERTAINMENT



IN PARTNERSHIP WITH



We are Flutter - the number one sports betting, gaming, and entertainment operator for over 18 million customers worldwide, and home to brands including Sky Betting & Gaming, Paddy Power, Betfair, Tombola, and more.

Through our world-class brands, global scale and challenger mindset, we entertain customers while leading the way in responsible play. Our 20,000-strong Flutter family of experts, innovators and game-changers is passionate about doing the right thing for our players, colleagues, communities and the planet.

Our Positive Impact Plan is our blueprint for lasting change. It reflects our culture – pushing limits, planning ahead, seizing opportunities, and always striving to improve.

One key pillar, Do More, empowers us to make a real difference in our local communities.

Across the world, passionate colleagues are already making an impact, and Do More helps us share, connect and amplify those efforts.

Our partnership with Cure Leukaemia and The Tour 21 is central to that mission – combining our love of sport with our drive to improve health and wellbeing.

We are inspired by your ambition and determination as you take on one of the world's toughest sporting challenges. You can count on our support, excitement and cheering as you train for the start line.

You should be proud of what you are aiming to achieve. Because we are. And together, we will help change the game and save lives.

Welcome to The Tour 21.

KERRY MCNALLY

Group Head of Communities
– and the whole Flutter family

CURE

Leukaemia

With a new blood cancer diagnosis every **27 SECONDS WORLDWIDE**, Cure Leukaemia funds research nurses and clinical roles at centres across the UK, giving patients access to innovative and potentially life-saving treatments through clinical trials as part of the Trials Acceleration Programme (TAP). By supporting these roles, Cure Leukaemia drives national progress in blood cancer therapies and contributes to global advances and hope for those affected.

Funds raised by The Tour 21 are vital to Cure Leukaemia's TAP, a pioneering initiative that speeds up access to potentially life-saving treatments. The TAP Network links expert research nurses and clinical trial centres across the UK, enabling patients to benefit from cutting-edge therapies that might otherwise take years to reach them.

By accelerating trials and improving patient recruitment, the programme boosts individual outcomes and advances research on a global scale.

Thanks to the extraordinary efforts of Tour 21 riders, patients worldwide gain faster access to hope, better care, and the possibility of a cure.



**HEAR FROM CURE LEUKAEMIA
PROFESSOR CHARLIE CRADDOCK CBE**



BOB MUNRO

TOUR 21 2026 RIDER

**"4 YEARS AGO, I HAD RUN OUT OF
DRUG OPTIONS AND MY PROSPECTS
WERE DIRE.**

After enrolling on one of these early phase trials for a new class of drug, I achieved my first ever complete remission after 11 years of continuous treatment - a minor miracle. An incredible result for me, my beautiful supportive family and for my fellow patients, who can now access the drug routinely on the NHS.

Basking in this extended, and unexpected, period of good health, I'm tackling one of the toughest endurance events in sport, to help Cure Leukaemia finance more of these life saving blood cancer trials for patients across the globe."

MAKING AN IMPACT ON BLOOD CANCER PATIENTS ACROSS THE GLOBE



**MORGAN PAINE
TOUR 21 2027 RIDER
'A GARMIN SAVED MY LIFE'**

[WATCH NOW](#)



**TAKING ON THE TOUR DE
FRANCE WITH BLOOD CANCER**

[WATCH NOW](#)

WHAT'S INCLUDED IN YOUR ENTRY FEE

ENTRY FEE

£12,000

MIN FUNDRAISING

£30,000



FUNDRAISING SUPPORT:

- ✓ Direct connection with a Cure Leukaemia funded blood cancer centre to see the impact of your fundraising
- ✓ Easy fundraising collection via SumUp
- ✓ Access to branded content, merchandise and official event partners
- ✓ Exclusive Santini Tour 21 training, race and off-bike kit

OFFICIAL SANTINI PRODUCED TOUR 21 KIT:

Exclusive Santini produced Tour 21 kit including:

- ✓ Pre-event training kit
- ✓ On-event rider jerseys and race kit
- ✓ Off-bike clothing for media and downtime

ULTIMATE TRAINING & ON-EVENT EXPERIENCE:

- ✓ Five-day European training camp in Calpe
- ✓ Moto outriders and rolling road closures throughout France
- ✓ Dedicated mechanics and professional sports therapists
- ✓ Official Tour 21 team bus transport
- ✓ Single-room, full-board accommodation throughout the event

COMMUNICATION:

- ✓ Regular team calls with alumni, sponsors, clinicians and patients
- ✓ Professionally produced content and imagery to support fundraising milestones

EQUIPMENT, TRAINING AND RECOVERY

- ✓ Expert support on nutrition, training, bike fitting and recovery
- ✓ Access to leading partners including Science in Sport, LiveWell Health, The Bike Fitters, Engyne and Balfe's Bikes.

THE TOUR 21 KIT



The Tour 21 has partnered with renowned cycling apparel brand Santini to supply the official kit, ensuring riders experience pro-level performance and comfort throughout the event.

Known for outfitting elite cyclists and teams, Santini brings its expertise to deliver kit designed for exceptional fit, aerodynamics and durability.

EACH RIDER WILL RECEIVE:

Short Sleeve Jerseys
Bib Shorts
Gilet
Rain Jacket
Base Layer
Long Sleeve Jersey
Leg / Arm warmers
Socks
Mitts
Caps

CREW & SUPPORT TEAM

When you join the team, you aren't just left to tackle the 9 stages alone, you are backed by a full support team that mirrors a Grand Tour team's setup.

From the moment you begin your journey, to the spring training camp, to the final roll over the finish line, the package provides everything from accommodation and pro-level mechanical support to official Santini cycling kits and the luxury of moto outriders.

Every detail, including the official team bus and dedicated sports therapists, is designed to ensure you can focus entirely on the road ahead conquering each stage.



CATERING



MECHANICS

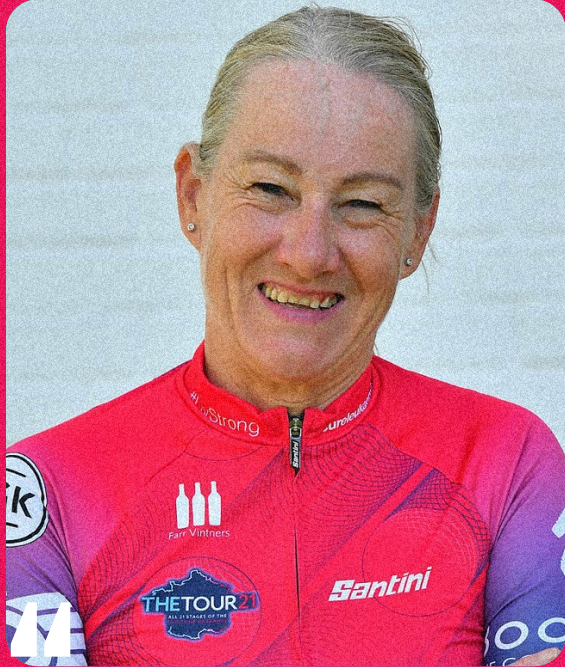


THE TOUR21 TEAM BUS & ADVANCE VEHICLE



SPORTS THERAPISTS

THE TOUR21 ALUMNI



**MAGIC.
UNFORGETTABLE.
CHALLENGING.**

JACKIE FOWLER
THE TOUR21 2022 FINISHER

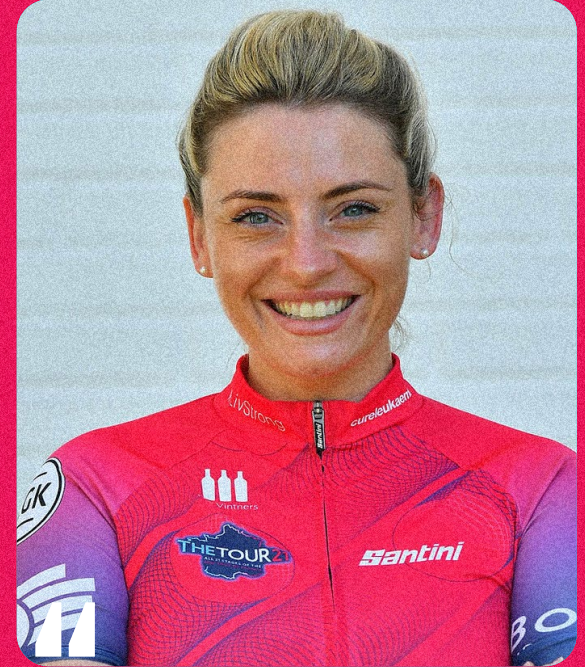
Want to speak to Jackie about her experience? Contact her on jrfowler61@outlook.com



**ICONIC, DEMANDING, AND
AN EXPERIENCE THAT
WILL STAY WITH ME
FOREVER.**

MATT TOWNSEND
THE TOUR21 2021 FINISHER

Want to speak to Matt about his experience? Contact him on matthew.townsend@ultimate.agency



**THE ONLY WORD I
COULD COME UP WITH
IS INSANITY.**

NICOLE PERRY
THE TOUR21 2022 FINISHER

FUNDRAISING SUPPORT

Taking on the Tour de France route is only half the challenge! Raising the minimum fundraising goal of £30k per rider requires equal ambition.

Thankfully, the Cure Leukaemia team has lots of experience with big and small ways to maximise fundraising opportunities.

Here are some tips and tricks to help you pass your target.



START EARLY

Take advantage of the full year and get fundraising as soon as you can!

COMPANY SUPPLIERS

Do you work in an industry with a lot of suppliers? Past riders found that reaching out to them was a great way to gain support.

FRIENDS, FAMILY, AND COLLEAGUES

As well as asking them to personally donate, ask your circle to spread the word and approach their contacts for support.

AUCTIONS AND RAFFLES

If you have access to premium prizes, auctions and raffles are a great way to drive your fundraising through your Just Giving page.

EVENTS

Get creative! From quiz nights to gala dinners,

sport tournaments, organised group rides, or static challenges in public - find events that work for you!

MATCHED FUNDING

Check with your employer to see if they can double - or triple! - your donations.

TRUSTS AND FOUNDATIONS

One of the quickest ways to access large donations. Chat to friends and colleagues to find out if anyone in your personal or business circle has access to trusts and foundations. We've previously sourced donations from £2k-£100k this way!

SPONSORSHIP

We have a number of sponsorship bundles available around the event ranging from £5k to £100k with branding rights included and support toward your fundraising target of £30k built in.

IT DOESN'T HURT TO ASK

Be ambitious! However big or small you think the donation might be, don't be afraid to ask - when people see the scale of your challenge, they will be keen to support you!

FURTHER SUPPORT

We can provide you with branded collateral, marketing materials, card machines and so much more to be used at your events.

Cure Leukaemia can also facilitate a range of donation methods - whether via your fundraising page, bank transfer, invoice, credit card payment, charity accounts and many more (please refer to the FAQ section of this pack).

SPONSORSHIP

The Tour21 offers a unique and powerful sponsorship opportunity for businesses looking to make a tangible difference in the fight against blood cancer.

By partnering with this inspiring event, sponsors can align their brand with a globally recognised cause, reach tens of thousands and engage with a passionate audience, whilst directly contributing to advancing life-saving research and treatments for blood cancer patients around the world.

PARTNERSHIPS WITH THE LIKES OF:



PACKAGES

All The Tour21 sponsorship packages can be built and tailored exclusively to specific brand objectives, opportunities and budgets with a broad initial outline below.

WAYS TO SPONSOR



1. KIT



4. EQUIPMENT



2. TOUR BUS



5. SUPPORT CREW



3. DIGITAL/SOCIAL MEDIA CONTENT

FIND OUT MORE

To find out more contact **ALEX SMITH, HEAD OF SPONSORSHIP**
07734 857519 | alex@cureleukaemia.co.uk



OVER 250,000

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



OVER 50

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 450

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.



FAQS



Q: WHY IS AN ENTRY FEE REQUIRED BY EACH RIDER?

A: The Tour 21 requires a huge amount of organisation and planning - from accommodation to kit production to travel plans and more. As a result, the charity incurs considerable cost. We've secured Flutter as our headline sponsor and this ensures that 100% of fundraising can go directly towards the lifesaving work of Cure Leukaemia.

Q: WHAT IF I CANNOT COMMIT TO THE ENTRY FEE?

A: Unless agreed in advance with the Cure Leukaemia team, your place on the ride will be released to other interested riders.

Q: WHAT ADDITIONAL COSTS WILL I INCUR BEFORE THE EVENT?

- New bike (if required)
- Flights/insurance for the training camp in Calpe
- Training events (if required)
- Injury insurance (proof required prior to the event)
- Travel to the start and from the finish line in Paris
- Additional extras, including extra kit or family and friends joining in Paris.

Q: WHAT COSTS MIGHT I INCUR DURING THE EVENT?

Again, all accommodation, travel between stages, food, physios and bike support is covered. However, any additional expenditure, such as evening bar bills (outside the allocated meals/drinks already provided by the hotel) will need to be purchased by yourself. Riders may also wish to go out for lunch/dinner on rest days, which will need to be paid for separately too.

Q: I NEED A NEW BIKE FOR THE EVENT, CAN YOU HELP?

A: Yes, our official bike partner Balfe's Bikes offer discount on selected bikes. For more information on the offer available, please contact our Head of Sponsorship, Alex Smith.

Q: WHAT WILL HAPPEN IF I PICK UP AN INJURY OR CANNOT TAKE PART IN THE EVENT FOR UNFORESEEN CIRCUMSTANCES?

A: Each individual case would be assessed independently and the process will be confirmed in due course.

Q: WHO WILL BE MY MAIN POINT OF CONTACT AHEAD OF, AND DURING, THE EVENT?

All general event, PR and fundraising questions should go to Cure Leukaemia.

Q: DOES THE EVENT HAVE A WEBSITE?

A: Yes thetour21.co.uk

Q: DOES THE EVENT HAVE AN X (TWITTER) & INSTAGRAM ACCOUNT?

A: Yes @TheTour21

Q: HOW WILL THE TEAM KEEP IN TOUCH AHEAD OF THE EVENT?

A: We have a team WhatsApp group. There's also regular meetings and rider calls to be scheduled. If you don't have WhatsApp, we can update you via email.

FAQS

Q: HOW DO I GENERATE PR?

A: PR is important to the event and we encourage all riders to approach their local media. You're undertaking a massive challenge for a pioneering charity which should be of interest to both local and national media!

Q: HOW DO I SET UP A FUNDRAISING PAGE?

A: Our chosen fundraising platform is JustGiving to set up your page with a minimum target of £30k. Your page will appear alongside the whole team's, giving us a grand total.

Please note: Riders are asked not to set up fundraising pages via other platforms.

Q: HOW DO I ADD ANY CASH DONATIONS TO MY FUNDRAISING PAGE?

A: You can edit your page to update the offline total, before sending the funds to us. Alternatively, bank the funds yourself and donate directly to the page with a note as to who donated.

Q: WHAT IS THE PROCESS FOR CHEQUE DONATIONS?

A: All cheques should be payable to Cure Leukaemia and sent to: Cure Leukaemia, PO Box 18280, Solihull, B90 9NA. Please ensure the sender includes a note indicating who the donation is for.

Q: WHAT IS THE PROCESS FOR DONATIONS FROM CHARITY ACCOUNTS, SUCH AS CAF, CAF USA, BENEVITY AND THE CHARITIES TRUST?

A: We accept donations from a variety of charity accounts, including CAF, Charities Trust and Benevity. If you have a separate charity account to these, please contact the Cure Leukaemia team for more information. Where donations are made through these systems,

all riders must log donations and send to Cure Leukaemia so the accounts team can reconcile when the donations come in.

Q: CAN WE TRANSFER FUNDS BY BACS?

A: Yes, you can transfer funds via BACS.

OUR DETAILS ARE:

Bank: HSBC

Name: Cure Leukaemia

Account Number: 04711734

Sort Code: 40 11 18

FOR INTERNATIONAL PAYMENTS:

BIC: H B U K G B 4 B

IBAN: GB30HBUK40111804711734

Ensure that you clearly label the transfer so we know where to allocate the funds. For example, 'YourSurnameTheTour21'. When the funds have cleared you can then add them to your fundraising page as an offline donation.

Q: CAN I USE CONTACTS AFFILIATED WITH TRUSTS AND FOUNDATIONS TO GET DONATIONS?

A: Yes, this is a fantastic way to get large donations via relationships you may have - whether that is personally or through businesses - with charitable Trusts and Foundations. If you are planning to use this as a method of fundraising please speak to the Cure Leukaemia team; our Head of Trusts & Foundations will advise and support accordingly.

Q: DOES GIFT AID COUNT TOWARDS MY FUNDRAISING TOTAL?

A: No, Gift Aid is classed as an additional benefit to the charity.

FAQS

Q: MY COMPANY OFFERS A MATCHED FUNDING SCHEME. DOES THIS COUNT TOWARDS MY TOTAL?

Answer: Yes, however the funds can only be added to your fundraising total once cleared in the Cure Leukaemia account.

Q: WILL I BE SHARING A ROOM?

A: No. Following feedback about the importance of good sleep during the event, all riders will receive a single room.

Q: WHAT HAPPENS IF I DO NOT ACHIEVE THE MINIMUM £30K IN FUNDRAISING?

By taking part in this event, you are committing to raising a minimum of £30,000 for Cure Leukaemia. The aim is to have each individual reach this target by Day 1 of the event unless agreed otherwise with Cure Leukaemia. Riders are selected on the basis of your guarantee in raising the minimum fundraising target.

Q: MY COMPANY OR MY CONTACTS MAY BE INTERESTED IN SPONSORING THE EVENT, DOES THIS COUNT TOWARDS MY FUNDRAISING?

A: We have a range of sponsorship bundles around the event which include both exclusive sponsorship rights for brands and support toward your fundraising target built in.

Sponsorship income is split between your fundraising and the overall event fundraising total to ensure auditing compliance

Literature describing the sponsorship bundles will be created to assist your discussions and our Head of Sponsorship, Alex Smith, is available to support throughout.

Q: DO I HAVE TO ORGANISE ANY TRAVEL?

The official tour bus will provide all transport

needs throughout the Tour. The tour bus will also provide travel from the UK to stage 1 pre-event, but if you wish to travel separately to or when returning, this will need to be organised yourself at your own expense.

Q: CAN I EXTEND MY STAY IN FRANCE?

A: You are welcome to extend your stay in France after the event however we would ask that you inform us of your plans at the earliest possible time.

Q: WHAT HAPPENS IF I AM INJURED DURING THE EVENT?

A: It is the responsibility of all riders to organise their own insurance. Proof of insurance will need to be approved prior to the event or you will not be able to take part.

Q: CAN MY FAMILY COME OUT TO PARIS FOR THE END OF THE EVENT?

A: Of course! We will organise a meeting party for all family and friends at the finish line. All will be welcome for the evening celebration as well. Details will be shared well in advance of the event by the Cure Leukaemia team.

