

SPONSORSHIP OPPORTUNITIES

LONDON 2PARIS²⁰²⁷

IN PARTNERSHIP WITH

FlutterTM

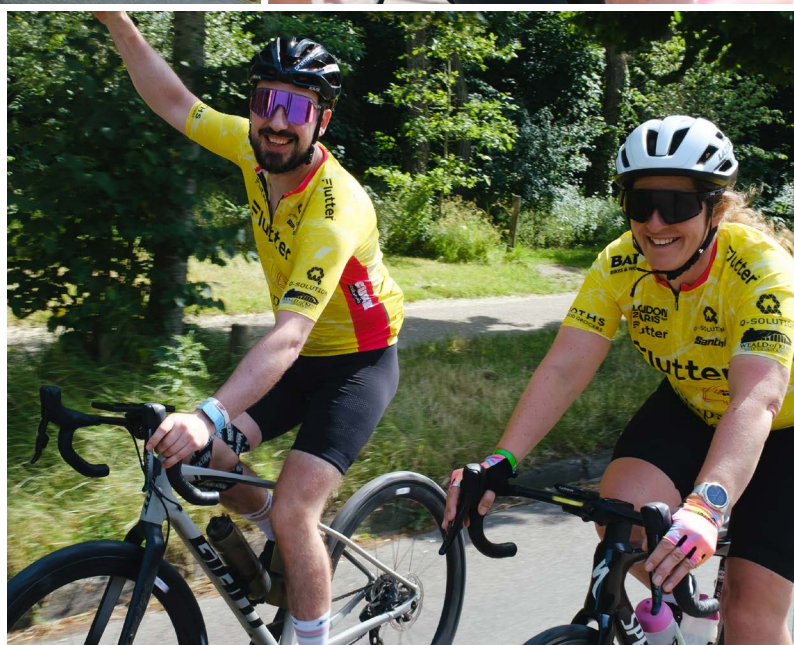
3RD - 7TH JUNE 2027

CURELEUKAEMIA.CO.UK



**1,500
RIDERS**

SINCE 2015



ABOUT CURE LEUKAEMIA

Cure Leukaemia was established in 2003 by Professor Charlie Craddock CBE and patients Graham Silk and Michael Woolley to allow patients with blood cancer to access remarkably effective new treatments which were then becoming available.

With a new blood cancer diagnosis every 27 seconds worldwide, Cure Leukaemia funds research nurses and clinical roles at blood cancer centres across the UK, providing patients – both adults and children – with access to innovative and potentially life-saving treatments through clinical trials.

We want to make sure patients across the world have the best options and access to the medicine, treatment and care they need. We will stop at nothing as we innovate and create access to potentially lifesaving trials, and we channel that research to transform the lives of as many people as we can.

CURE LEUKAEMIA & CYCLING

MISSION STATEMENT

To become the No. 1 charity for cycling events in the UK and use cycling as a vehicle to save lives.

- We use cycling as a power for good for both patients and fundraisers for the charity.
- We facilitate and drive participation across 4 cycling fundraising events per year.
- Our cycling events attract and cater for all ages, abilities and genders with a particular focus on increasing the number of female riders participating.
- The events range from completing the entire Tour de France or Tour de France Femmes ahead of the professionals to riding 450km between London and Paris or being part of Chris Hoy's peloton in Glasgow.



LONDON
2 PARIS 2027

IN PARTNERSHIP WITH
Flutter

CURE
Leukaemia

Tour
de 4

THE TOUR 21

IN PARTNERSHIP WITH
Flutter

THE ROUTE

CURE LEUKAEMIA CYCLING REACH



**TOUR
DE 4**

TOTAL FOLLOWING:
11.7k



**REBECCA
CHARLTON**

TOTAL FOLLOWING:
25,800



**BEN
FOSTER**

TOTAL FOLLOWING:
2.2 Million



**NBC
SPORT**

TOTAL FOLLOWING:
3.4 Million

CURE LEUKAEMIA SOCIAL MEDIA FOLLOWERS



4,134



7,884



197



4,948



3,181

TOTAL FOLLOWING: 25,745

LONDON 2 PARIS 2026 EVENT SPONSORS:

Flutter

**Simpson
Thacher**

**THE
SPORTING CLUB**

TASTE INC

WEATHERPROOFING ADJUSTABLES LIMITED

**DENHOLM
INDUSTRIAL SERVICES**

TRELAWNY

**THE BIKE
FITTERS**

**WIN YOUR
DREAM BIKE**

BOOTH'S
FOOD, WINE AND GROCERY

LOOKERS

LAND-ROVER

Q-SOLUTION

**THE
F0ZCAST**

LIVWELL

**WEALD OF KENT
GOLF COURSE & HOTEL**

Santini
Fit. Performance. Comfort. Durability.

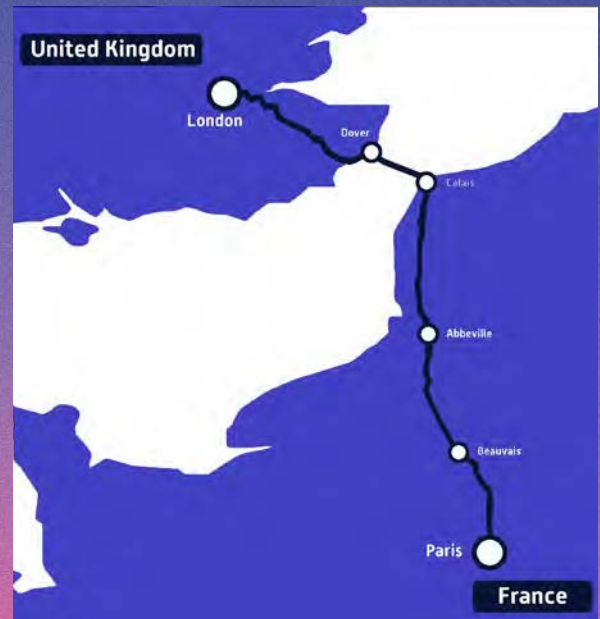
BALFE'S
BIKES & WORKSHOP

SIS
SCIENCE IN SPORT

THE EVENT

2027 EVENT

- Thursday 3rd June to Monday 7th June 2027.
- 200 x riders of all ages, abilities and experience across 4 speed groups all fundraising.
- London 2 Paris takes place over 4 days from Greenwich Park, London to central Paris amongst the Arc de Triomphe, Trocadero and Eiffel Tower.
- Riding 500km with rolling road closures throughout France.
- New rider kit, produced by Official Tour de France kit supplier Santini, for each day.
- Travel, food, accommodation and bike security all included.
- Event fundraising target of raising over £500,000 to fund 10 x specialist nurses across the TAP network.



BRANDS WHO HAVE ENGAGED WITH LONDON 2 PARIS



MEET TEAM BOOTHS

Booths have committed to the 100% funding of a specialist nurse in Blackpool to supplement the Trials Acceleration Programme (TAP) network.

Using the statistic that every 14 minutes someone in the UK is diagnosed with blood cancer, Booths have had a corporate team of 14 riders participate in London2Paris for the past 3 years.

Fundraising in-stores and throughout communities across the North West, Booths facilitate many events and activities to ensure their team hits their group fundraising target including 24-hour cycles, car boot sales and raffles.

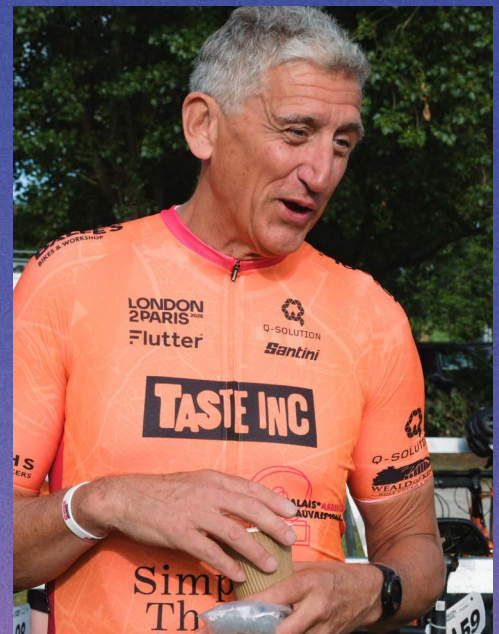


MEET TEAM WESTBRIDGE

Westbridge Foods have supported Cure Leukaemia for a number of years.

Westbridge Foods take a Day Sponsorship package for their brand "Taste Inc" in order to be visible on the front of the shirt in addition to exclusive sponsorship of the rider cap.

To support their teams entry, Westbridge facilitate both entry and single room supplement for each of their riders and an unlimited Bike to Work scheme offer to ensure all their team has to concern themselves with is fundraising, training and enjoying the 4 days!



MEET TEAM SIMPSON THACHER & BARTLETT

Simpson Thacher & Bartlett have been the events Senior Event Partner for the past two years.

The firm use the event to develop relationships with key clients, with each member of the STB team being able to bring 1 x client with them and having the opportunity to spend four consolidated days together.

In addition, London 2 Paris' Headline Sponsor Flutter Entertainment, are a client of Simpson Thacher & Bartlett and the event further strengthens that working relationship.



LONDON 2 PARIS MEDIA REACH

25,745

followers across Cure Leukaemia social media channels.

500,000+

2025 L2P sponsor followers across social media platforms.

509,775

views of Cure Leukaemia produced London 2 Paris social media content over the 4 days of the event.

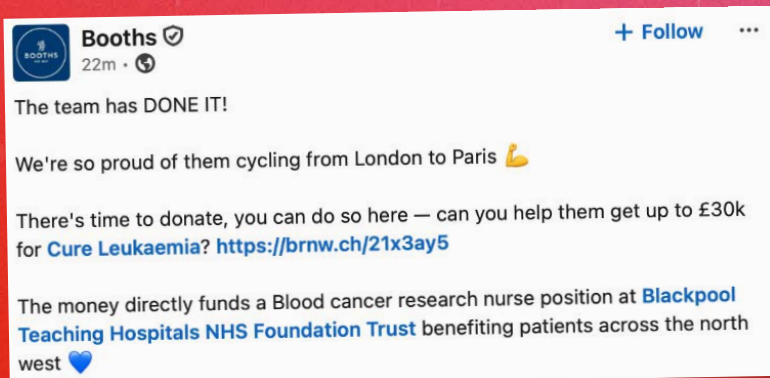
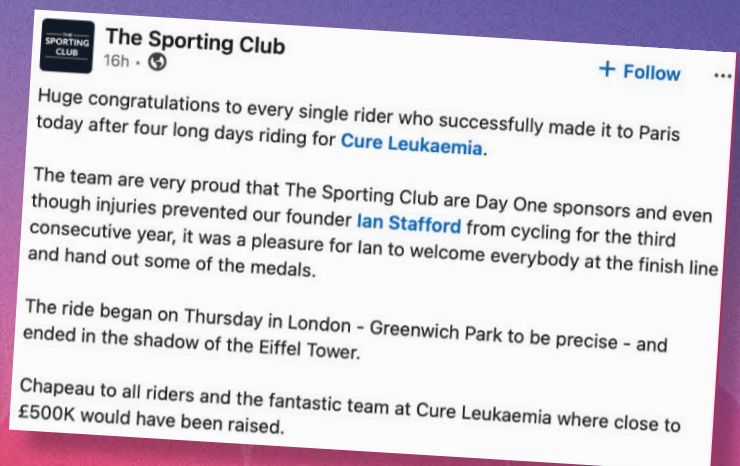
OVER 150+ FEMALE participants in the past 3 years of the event.

100% RIDER SATISFACTION & recommendation rate.

67% OF RIDERS IN 2026 were new to the event.

35/65 FEMALE TO MALE SPLIT for riders in the 2026 event – target of 45/55 split for 2027 event.

In over 10 years of the event, more than 1,500 people have ridden London 2 Paris in support of Cure Leukaemia.



HEAR WHAT OUR 2026 EVENT PARTNERS HAD TO SAY



HEADLINE SPONSOR

FlutterTM

"I couldn't fault this spectacular annual event, an amazing and memorable experience that is doing a lot of good for the clinical teams furthering vital research."

MARK IRWIN
GROUP DIRECTOR OF FINANCE



SENIOR EVENT SPONSOR

**Simpson
Thacher**

"Yet another fantastic L2P event! We had an amazing time as always and the feedback from our group has been overwhelmingly positive."

MATTHEW HOPE
PARTNER



EVENT SPONSOR

**THE BIKE
FITTERS**

"What a fantastic event, I thoroughly enjoyed it and want to do as much as we can to promote this event as a partner."

SIMON FOY
CO-FOUNDER AND DIRECTOR



WATER BOTTLE AND DAY BAG SPONSOR

**THE
FOZCAST**

"Our group had a fantastic time and we are already discussing next year! All the Cure Leukaemia staff were incredible!"

TOM OCHOA
CO-FOUNDER

SPONSORSHIP OBJECTIVES

- Brand visibility throughout the entirety of the event.
- Official event and dedicated sponsor specific social media coverage.
- Inclusion in organically created social media content by riders and the public.
- Pre-, on-event and post-event marketing and communications.
- Strong PR and CSR engagement.
- Experiential opportunities by participating for team building, staff recognition and client engagement.
- Raise awareness of Cure Leukaemia, become part of the 'CL Family' and help to save lives.



HEADLINE SPONSOR

**SENIOR EVENT
SPONSOR**

**INDIVIDUAL DAY
SPONSOR**

**CREW KIT
SPONSOR**

**SLEEVE, BACK
POCKET AND
'SECONDARY'
KIT SPONSOR**

**START AND
FINISH LINE
SPONSOR**

**DIGITAL FIRST
COMMUNICATIONS
SPONSORSHIP**

**DAY BAG /
WATER BOTTLE
SPONSOR**

CYCLING EQUIPMENT / APPAREL / RIDER SUPPORT SPECIFIC SPONSORSHIP

NEW SPONSORSHIP OPPORTUNITIES FOR 2027!

In 2027, we are introducing 3 new sponsorship opportunities for businesses to get involved in London 2 Paris.

OPPORTUNITY 1

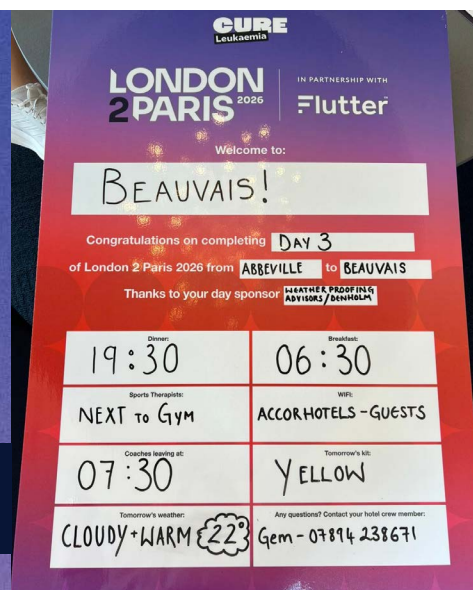
HOTEL CHECK-IN PARTNER

At the end of each day of the event, all 200 riders, ride captains and crew stay at official event hotels.

At every hotel location in Calais, Abbeville and Beauvais your business can be part of the hotel experience at both the end of a long day cycling and again at the start of a new day of riding with brand visibility on marketing collateral and the official hotel info boards, plus where relevant, service/product engagement and activations. In addition, your company sponsors the finishers celebration drinks reception at the Paris hotel on the final night.

SPONSORSHIP FEE:

£2,000



OPPORTUNITY 2

EXCLUSIVE SOCK PARTNER

Cure Leukaemia provide every rider and ride captain, 4 x sets of socks for the event and your company can be the exclusive brand shown!

Be part of the essential kit that all participants see and use every day throughout London 2 Paris, plus be there for any future use that L2P riders might use them for. Be visible on the only area of kit or event marketing collateral where only one company will have brand exclusivity.

SPONSORSHIP FEE:

£2,500



OPPORTUNITY 3

BIKE TAG & HELMET STICKER PARTNER

Every participant, at the event registration at Greenwich Park, receives a number of tags and stickers, exclusive to them and their rider number, to help with identification throughout the 4 x days of the event.

Your company can be seen on each of these tags and stickers, engaged with by everyone and seen throughout the event to ensure front of mind awareness. In addition, your company can send an exclusive communication to all event participants, post event, with further business information or activation/engagement activity.

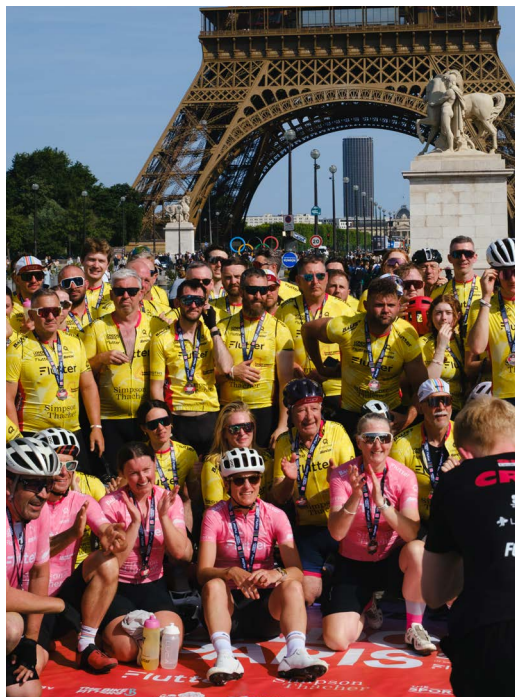
SPONSORSHIP FEE:

£2,000



HEADLINE SPONSORSHIP

- Sponsor is incorporated into the event title, 'in association with' and the event identity.
- Ensure staff or clients experience London 2 Paris with 15 x rider places included per year.
- Brand prominence across all event communications and London 2 Paris website.
- Start and finish line sponsorship visibility.
- Sponsor logo shown on the front of each days rider shirt with brand prominence on the yellow jersey of day 4 leading into Paris.
- Sponsor logo on prominent shirt position of crew kit throughout event.
- Event collateral brand prominence throughout.
- Sponsorship of and attendance at the post-event gala dinner held at the Hyatt Regency in central Paris.



3-YEAR HEADLINE SPONSORSHIP PARTNERSHIP IN-SITU



I couldn't fault this spectacular annual event, an amazing and memorable experience that is doing a lot of good for the clinical teams furthering vital research.

KELLY MCNALLY

Group Head of Communities & Engagement

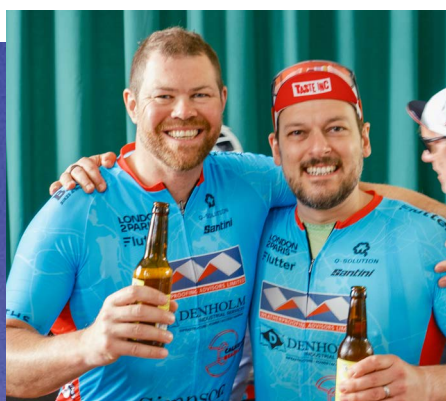
SENIOR EVENT SPONSORSHIP

What the opportunity includes:

- Strong brand presence across event communications and on the London 2 Paris website.
- Start and finish line sponsorship visibility.
- Sponsor logo on the front and back of each rider jersey on each day of the event.
- Digital first communications and engagements.
- Complimentary places in the London 2 Paris event.
- Sponsorship of the post-event, celebration dinner in central Paris.



SENIOR EVENT SPONSORSHIP PACKAGE SECURED FOR 2027 EVENT



Our team and our guests find so much value in Cure Leukaemia's London 2 Paris experience. We are thrilled to have the Simpson Thacher & Bartlett brand be represented on the 200 rider jerseys each day too

MATTHEW HOPE
Partner at Simpson & Thacher

EVENT DAY SPONSORSHIP

- 'Own' one of the four days of the event as that days main sponsor.
- Sponsor logo and sponsor thanks across social media content on sponsored day.
- Sponsor logo across the chest of the rider shirt for the day of sponsorship.
- Sponsor logo visible on rider back pocket location throughout event.
- Brand visibility in association with pre-London 2 Paris training/social rides.
- Website, event collateral and rider booklet sponsor branding.
- Sponsor brand visibility at post-event gala dinner.
- Opportunity to speak to the L2P peloton about your business on the day of your sponsorship.
- Incorporation of 2 x London 2 Paris participation places.


**ONE DAY
SPONSORSHIP
PACKAGE
REMAINING
FOR 2027!**



£7,500 | MULTI-YEAR TERMS AVAILABLE



I Was Thrilled To See The Sporting Club Logo On The Front Of Day One Shirts This Year!

IAN STAFFORD
Founder The Sporting Club

ADDITIONAL SPONSORSHIP OPPORTUNITIES

CREW KIT SPONSORSHIP

- Sponsor logo across the chest of the specific kit worn throughout by all members of the crew
- Designation as the 'Official Crew Sponsor' and pre-event sponsorship announcement
- Sponsor visibility and thanks across social media content
- Sponsor logo visible on the rider kit for entirety of the event
- Sponsor logo on support vehicles
- Website and rider booklet sponsor branding
- Sponsor brand visibility at post-event gala dinner
- 2 x London 2 Paris places

£5,000

BACK POCKET SPONSORSHIP

- Sponsor logo on the back pocket of the rider kit throughout the event
- Official designation and dedicated sponsorship announcement press release
- Sponsor visibility and thanks across social media content
- Sponsor logo on support vehicles
- Website and rider booklet sponsor branding
- Sponsor brand visibility at post-event gala dinner
- Dedicated communications to London 2 Paris participants pre- and post-event
- Sponsor brand visibility at post-event gala dinner
- 2 x London 2 Paris places

£3,500

RIDER ACCESSORY SPONSORSHIP

- Sponsor a key element of rider equipment throughout London 2 Paris
- Sponsor elements such as the water bottles, rider booklets and day bags given to all riders and support crew
- Sponsor event real estate used by all the riders such as the refuelling stations, massage stations and event check-in points
- Official designation and dedicated sponsorship announcement press release
- Sponsor visibility and thanks across social media content
- Sponsor logo on support vehicles
- Website and rider booklet sponsor branding
- Sponsor brand visibility at post-event gala dinner
- Dedicated communications to London 2 Paris participants pre- and post-event

£2,000

PER ACCESSORY

MULTI-YEAR TERMS AVAILABLE



It's fun and hard work. Riding for a cure is about raising money supporting clinical trials and it's a great feeling to know together we are making a difference.

ANDY FISH

Group Finance Director,
Westbridge Foods Limited

SPONSORSHIP OPPORTUNITIES OVERVIEW

	Headline Sponsor (3-year term)	Senior Event Sponsor	Day Sponsor	Crew Kit Sponsor	Back Pocket Sponsor	Rider Accessory Sponsor	Start/Finish Line Sponsor	Sleeve Sponsor	Content Partner	Rider Apparel Partner	Cycling Supplier
	£50,000 per year	£15,000	£7,500	£5,000	£3,500	£2,000	£1,000	£1,500 per sleeve	£500	Value in kind	Value in kind
Official Designation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dedicated Press Release	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Website Branding	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bespoke Comms	✓	✓				✓				✓	✓
Start/Finish Line Branding	✓	✓					✓				
Front of Shirt	✓	✓	✓								
Secondary Shirt	✓		✓								
Back Pocket					✓						
Sleeve Branding								✓			
Crew - Front of Shirt				✓							
Crew - Secondary	✓										
Content Visibility	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Training/Social Ride Branding			✓								
Support Vehicle Branding	✓	✓	✓	✓	✓	✓	✓	✓			
Gala Dinner Event & Awards	✓							✓			
Gala Dinner Branding		✓	✓	✓	✓	✓	✓	✓	✓		
Water Bottle Branding						✓					
Rider 'Day Bag' Branding	✓					✓			✓		
Rider Booklet Advert/Logo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
L2P Event Places*	15	2	2	2	2						

* £1,500 minimum fundraising still applicable with complimentary places

2027 LONDON 2 PARIS KITS



DAY 1
LONDON > CALAIS



DAY 2
CALAIS > ABBEVILLE



DAY 3
ABBEVILLE > BEAUVAIS



DAY 4
BEAUVAIS > PARIS

Santini
Fit. Performance. Comfort. Durability.



Every year the peloton looks amazing in the Santini kit whether it is leaving Greenwich Park in London or rolling into central Paris – Chapeau!

JONATHAN SANGAN
Uk Custom Sales Manager, Santini



LONDON 2 PARIS 2026



To discuss sponsorship for your business,
please contact:

ALEX SMITH

Alex@Cureleukaemia.co.uk