
THE ROUTE
PARTNERSHIPS & EVENT
SPONSORSHIP OPPORTUNITIES

SINCE 2024

OVER 152 HOURS

Of watching the official The Route documentary series co-produced and distributed with NBC Sports.

40+ ALUMNI

Riders ranging from the UK, the US and New Zealand have ensured a truly global feel, engagement and impact for The Route.

OVER 100

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

OVER 250,000

impressions of across social media platforms.



2024 - 5 RIDERS



2025 - 11 RIDERS



2026- 23 RIDERS

WATCH THE ROUTE 2027 PROMO



PACKAGES

All The Route 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 The Route rider coach, brand visibility on the official The Route website with click throughs, The Route and sponsor logo lock-up for use throughout the duration of the partnership.



HEADLINE EVENT SPONSOR

£50,000
A YEAR FOR A 3-YEAR TERM

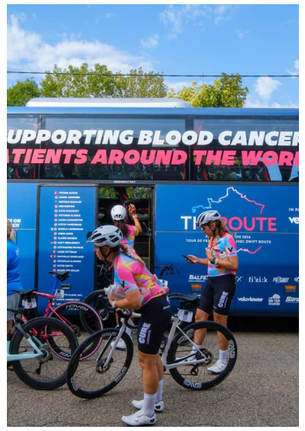
- ✓ **YOUR SPONSORSHIP FEE** is aligned against the facilitation of the ATICUS Network in the UK with its results impacting young people and their families now and across the world in the future.
- ✓ **SPONSOR BRAND INTEGRATION** into all aspects of the event, including naming rights, "The Route in partnership with" and on all promotional, marketing, communications and sponsorship collateral.
- ✓ **BRAND PROMINENCE** against other event sponsors for on-event infrastructure including the official rider coach, media boards and event branding.
- ✓ **FRONT OF SHIRT** sponsor logo positioning on the rider jersey, training jersey, off-bike kit and crew kit
- ✓ **EXCLUSIVE CLINICAL CENTRE VISITS** to and interactive sessions with Cure Leukaemia funded practitioners.
- ✓ **HEADLINE SPONSORSHIP** and attendance of a Cure Leukaemia event dedicated event championing women's cycling and the development of women's professional opportunities.
- ✓ **1X COMPLEMENTARY** place for full 9-stage The Route event (value of £4,000).
- ✓ **2X COMPLEMENTARY** places for the 2-stage The Route package (value of £1,600).
- ✓ **2X COMPLEMENTARY** places in Cure Leukaemia's London 2 Paris cycling fundraising event (value of £2,400).



SENIOR EVENT SPONSOR & HOTEL PARTNER

£25,000

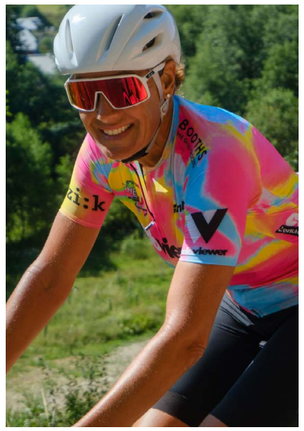
- ✓ **YOUR SPONSORSHIP FEE** is aligned against the cost of hotel accommodation for the riders and support crew during The Route.
- ✓ **FULL INTEGRATION** across all aspects of The Route event.
- ✓ **PROMINENT LOGO PLACEMENT** on rider kit, off-bike kit, training kit and crew kit.
- ✓ **EXCLUSIVE BRANDING** on the off-bike cap used for all media activities whilst on event.
- ✓ **PRESENTING PARTNER** of Cure Leukaemia produced content used across social media platforms throughout The Route.
- ✓ **1X COMPLEMENTARY** for full 9-stage The Route event (value of £4,000).
- ✓ **1X COMPLIMENTARY** for 2-stage The Route package (value of £800).
- ✓ **2X COMPLIMENTARY** in Cure Leukaemia's London 2 Paris cycling fundraising event (value of £2,400).



ASSOCIATE EVENT SPONSOR & COACH PARTNER

£15,000

- ✓ **YOUR SPONSORSHIP FEE** is aligned against the cost of rider coach hire and wrapping for the duration of The Route event.
- ✓ **LOGO PLACEMENT** on rider kit and crew kit in a prominent location.
- ✓ **BRAND 'OWNERSHIP'** of The Route side of the official rider coach with dedicated, exclusive space for logo, advertising strapline and /or supporting messages.
- ✓ **50% REDUCTION** on entry fee for 1x place for full 9-stage The Route event (value of £2,000).
- ✓ **1X COMPLEMENTARY PLACE** for 2-stage The Route package (value of £800).
- ✓ **2X COMPLIMENTARY** in Cure Leukaemia's London 2 Paris cycling fundraising event (value of £2,400).



SLEEVE SPONSOR & PHYSIO RECOVERY PARTNER — £12,500

- ✓ **YOUR SPONSORSHIP FEE** is aligned against the cost of the recovery support team and equipment provided for the full duration of The Route event.
- ✓ **LOGO PLACEMENT** on the sleeve of the rider jersey, off-bike jersey and crew jersey.
- ✓ **DEDICATED AND EXCLUSIVE REFERENCES** as a The Route event sponsor during the event.
- ✓ **EXCLUSIVE SPONSORSHIP** of the first and last stages of The Route with dedicated graphics and content created for both.
- ✓ **50% REDUCTION** on entry fee for 1x place for full 9-stage The Route event (value of £2,000).
- ✓ **50% REDUCTION** on entry fee for 1x 2-stage The Route package (value of £400).
- ✓ **2X COMPLIMENTARY** in Cure Leukaemia's London 2 Paris cycling



BACK POCKET SPONSOR — £4,000

- ✓ **LOGO PLACEMENT** in one of nine places on the back pocket area of the rider kit.
- ✓ **DEDICATED REFERENCES** as an event sponsor in The Route social media content.
- ✓ **SPONSORSHIP OF 1X STAGE** of The Route event with dedicated graphic and content.
- ✓ **50% REDUCTION** on entry fee for 1 x 2-stage The Route package (value of £400).
- ✓ **PARTNER RATE OF ENTRY FEE** for Cure Leukaemia's London 2 Paris cycling fundraising event (£1,000 per person, max. team of 10x participants).



WATCH TO THE ROUTE TEAM, DEDICATING A STAGE TO COCO ON-EVENT.

STAGE AND BUS SPONSOR — £2,500

- ✓ **'OWN' ONE OF THE 9 X STAGES** of The Route 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 location.
- ✓ **YOUR BUSINESS LOGO** shown on the official The Route rider coach with interview content with The Route 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 complementary, discounted or partner rate places in Cure Leukaemia events are still subject to the minimum fundraising targets set per event.

PARTNERSHIPS WITH THE LIKES OF:

SiS SCIENCE IN SPORT · fi'zi:k · BALFE'S BIKES & WORKSHOP · Bidfood Inspired by you · LIVEWELL · THE BIKE FITTERS · veloviewer · WIN YOUR DREAM BIKE · BLOXX · CGK · Q-SOLUTION



THE ROUTE IN REELS

REEL 1



WATCH HERE

REEL 2



WATCH HERE

REEL 3



WATCH HERE

REEL 4



WATCH HERE

HEAR FROM OUR RIDERS



My niece was diagnosed with ALL and I felt quite helpless, so this event was my way of bringing something positive to the situation.

ZOE BURTON
2026 Route Rider



We've done all this training and hard miles, but in reality what we are doing is much easier than what children and families are facing.

NICOLA LAURENSON
2026 Route Rider



How utterly amazing, I don't even have any words! The high, the lows, the cheers and the tears...phenomenal.

MICHELLE SHARLAND
2026 Route Rider



Everyone here has family, jobs, commitments and we've all had to sacrifice but we did it and we made it to Nice!

LUCY OBOLENSKY
2026 Route Rider

"I WAS SO MOVED BY THIS PROJECT, THE PEOPLE INVOLVED AND THE CAUSE THAT IT SUPPORTS."



KATE VERONNEAU
DIRECTOR OF WOMEN'S STRATEGY, ZWIFT

GET IN TOUCH



ALEX SMITH

HEAD OF SPONSORSHIP

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SCAN TO FIND OUT MORE ABOUT THE ROUTE.

or visit theroute.co.uk

