



# THE TOUR21

ALL 21 STAGES OF THE  
2021 TOUR DE FRANCE



LIVE THE TOUR  
FEEL THE TOUR  
RIDE THE TOUR

**SPONSOR  
THE TOUR**

# BE PART OF THE TOUR

**SOLD  
OUT  
EVENT**

**MOST  
WATCHED  
SPORTING  
EVENT ON  
THE PLANET**

**OFFICIAL  
CHARITY  
PARTNER OF  
TOUR DE  
FRANCE IN  
THE UK**

**£1m  
FUNDRAISING  
TARGET**

## EVENT PARTNERS:



# KIT SPONSORSHIP PACKAGES



£5,000

- Company logo on official event kit for The Tour 21 (left), to be worn on all 21 stages



£10,000

- Company logo on official event kit for The Tour 21 (left), to be worn on all 21 stages
- Company logo on official event kit to be uploaded to Zwift (below), in front of 5,000 users
- Company to get 1 x naming rights for one of the 21 stages and company logo included on Team Bus (below)
- Company logo on all off-bike range and official crew kit (below)
- Company logo on weekly event videos, to be captured by on-event filming crew



Deadline: Friday 26th March 2021

# ADDITIONAL OPPORTUNITIES



£2,000

## STAGE SPONSORSHIP

**Includes:** Your company logo on the official Team Bus and company naming rights to 1 of the 21 stages

**Fact:** Your logo will be seen driving 3,500km across France ahead of the world-renowned Tour de France



£2,000

## CREW KIT SPONSORSHIP

**Includes:** Your company logo on the kit of our 20+ strong official crew

**Fact:** Your logo will be seen from the site of the Grand Départ through to the magnificent sprint down the Champs-Élysées



£5,000

## TEAM KIT SPONSORSHIP

**Includes:** Your company logo on all off-bike kit for 21 stages of the TDF, to be worn by all Tour 21 riders whilst not cycling – in association with New Balance

**Fact:** Your logo will be on the off-bike kit of our intrepid cyclists, aiming to raise £1m for Cure Leukaemia

*Deadline: Friday 30th April 2021*





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To find out more about how to get involved in The Tour 21 please email [joe@cureleukaemia.co.uk](mailto:joe@cureleukaemia.co.uk)

You can also visit our website at  
[www.TheTour21.com](http://www.TheTour21.com)