



# THE TOUR<sup>21</sup>

ALL 21 STAGES OF THE  
2022 TOUR DE FRANCE

PARTNERSHIP OPPORTUNITIES

GRAND DÉPART - COPENHAGEN  
Friday 24th June - Sunday 18 July 2022









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



**cureleukaemia**  
the blood cancer charity

OFFICIAL CHARITY  
PARTNER IN THE UK

**Cure Leukaemia is the first ever  
Official Charity Partner of the  
Tour de France in the UK.**

This partnership means that Cure Leukaemia's major cycling event, The Tour 21, which will see amateur cyclists take on all 21 stages of the Tour de France route one week ahead of the professional event in 2022 and 2023, will be the only charity event of its kind with an official partnership with the Tour de France in the UK.

This groundbreaking partnership is the legacy of Geoff Thomas' phenomenal cycling achievements since his diagnosis with chronic myeloid leukaemia in 2003, just months after finishing his professional football career.





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

" The Tour de France is the biggest cycling race in the world. It is a challenge, first of all for the riders of course, but also for the whole organisation. But whereas some of life's challenges are a choice, some, such as illness, are not. I wanted to ask you to help Cure Leukaemia, who are raising funds and asking for money so that researchers can help people suffering from blood cancer.

There are many children with blood cancer who need help, and you can help them by encouraging the 25 who will be doing the Tour later on, and who are there to help others. That is the best challenge of all: to find money for research, to save lives, to save children. I just want to say, help Cure Leukaemia, thank you Cure Leukaemia, thank you for this great challenge, thank you for helping others. You are most welcome as part of the Tour de France family.

**Christian Prudhomme, General Director of the Tour de France**



# THE TOUR 21 TEAM

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



On Friday 24th June 2022, former footballer and cancer survivor Geoff Thomas and a team of 25 amateur cyclists will begin one of sport's toughest challenges, the Tour de France, one week ahead of the professional race.

Their aim is to raise £1,000,000 for national blood cancer charity Cure Leukaemia before they set off from Copenhagen and your company can be part of their extraordinary challenge at a time when the eyes of the sporting world are firmly focused on France and cycling. Don't miss the opportunity to be part of this team and their inspirational and life-saving cause.



**21 STAGES OF THE  
TOUR DE FRANCE**



**A TEAM OF 25  
AMATEUR CYCLISTS**



**COVERING  
3,328 KILOMETRES**



**£1,000,000  
TARGET**



Headline Sponsor



Official Kit Sponsor



Official Bike Partner



Official Charity Partner



# TIER 1 SPONSORSHIP OPPORTUNITIES

SOLD

## HEADLINE SPONSOR £150K

**Includes:** Title sponsorship rights to The Tour 21, most prominent jersey branding, most prominent bus branding, off-bike kit branding, branding on ALL event collateral and video footage.



Farr Vintners

## TOUR 21 BUS SPONSOR £25K

**Includes:** Tier 1 sponsorship rights to The Tour 21, prominent jersey branding, most prominent bus branding, off-bike kit branding, branding on ALL event collateral and video footage.



# TIER 2 SPONSORSHIP OPPORTUNITIES

## PREMIUM KIT SPONSORS 4 X £10K

**Includes:** Prominent company branding on kit, premium placement on Tour bus and company logo on the end slide of all The Tour 21 video footage on social media.



## OFF-BIKE KIT SPONSOR 1 X £10K

**Includes:** Prominent company branding on off-bike kit, premium placement on Tour bus and guaranteed global video footage.



## WEEKLY STAGE SPONSORS 3 X £10K

**Includes:** Back pocket company branding on kit, premium placement on Tour bus and sponsor of 7 x Tour stages.



# TIER 2 SPONSORSHIP OPPORTUNITIES

## BACK POCKET KIT SPONSORS 6 X £5K

**Includes:** Company branding on kits back pocket, Tier 2 placement on Tour bus and company logo on end slide of all Tour 21 video footage on social.



## CREW KIT £5K

**Includes:** Company logo on crew kit, includes event directors, masseurs, mechanics, logistics staff and company logo on back of bus trailer.



## VALUE IN KIND SPONSORS AVAILABLE UPON REQUEST



# WHY SPONSOR THE TOUR 21?



## TOUR 21 KIT

Be on the official team's kit throughout their training, the epic 21 stages of the Tour and in TV, digital and print media before, during and after the event.



## ALIGN YOUR BRAND WITH THE TOUR DE FRANCE

Being a week ahead of this global event there are various opportunities available to your company.



## TV, ONLINE & MEDIA

Integrated exposure for your brand across TV, digital and print media.



## VEHICLES

All support vehicles will give your brand visibility and exposure across France.



## EVENTS

Exposure for your brand at major fundraising events organized by the Tour 21 team.



## THE CAUSE

Align your brand with a charity funding centres across the UK serving a catchment area of 20m. Your support will directly help save lives and hasten the eradication of blood cancer within 15 years.









**“UNFORGETTABLE! INCREDIBLE! BRUTAL!”**

**“MEMORABLE, LIFECHANGING, ENHANCING”**

**“HUMBLING, UPLIFTING, TIRING”**

**“AWESOME CHALLENGING MEMORABLE”**

**“AWESOME, DEMANDING, EMOTIONAL”**

**“DEMANDING RELENTLESS INCREDIBLE”**

**“EPIC, BRUTAL, PHENOMENAL”**

**“AMAZING. LIFE CHANGING”**

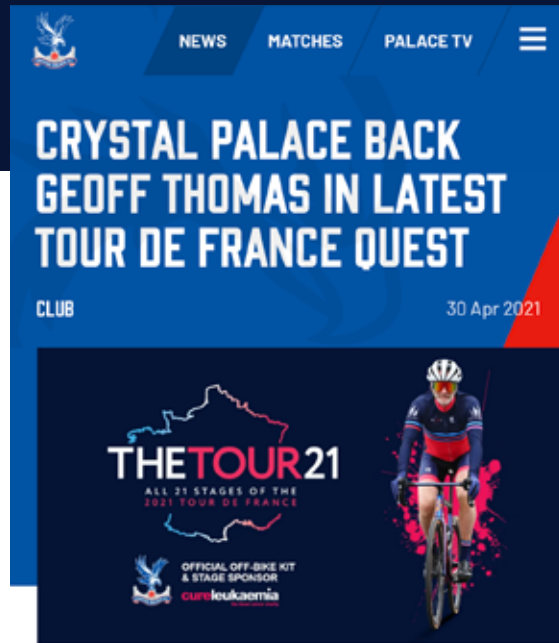
**“AMAZING, MEMORABLE, EPIC”**

# NATIONAL MEDIA COVERAGE





# NATIONAL MEDIA COVERAGE



Crystal Palace are backing a team of 25 amateur cyclists led by club legend Geoff Thomas riding the full 21 stages of the 2021 Tour de France, one week ahead of the professionals in exactly 50 days.



The team rode into Paris on Sunday and finished the route near the Arc de Triomphe



GARY LINEKER AND GEOFF THOMAS INTERVIEW

## Gary Lineker: My son survived because of people like Geoff Thomas ... but there will still be that miss

Former England team-mates talk to Matt Lawton about ridicule for missing the target against France, their experiences with leukaemia and Thomas's fundraising efforts to help cure the disease

Matt Lawton, Chief Sports Correspondent

Tuesday February 18 2020, 5.00pm, The Times

# NATIONAL MEDIA COVERAGE

## THE TOUR 21: RIDING FOR SURVIVAL, NBC SPORTS



### EPISODE 1

[CLICK TO WATCH](#)

### EPISODE 2

[CLICK TO WATCH](#)

### EPISODE 3

[CLICK TO WATCH](#)

### EPISODE 4

[CLICK TO WATCH](#)

### EPISODE 5

[CLICK TO WATCH](#)

### THE TOUR 21 YOUTUBE CHANNEL

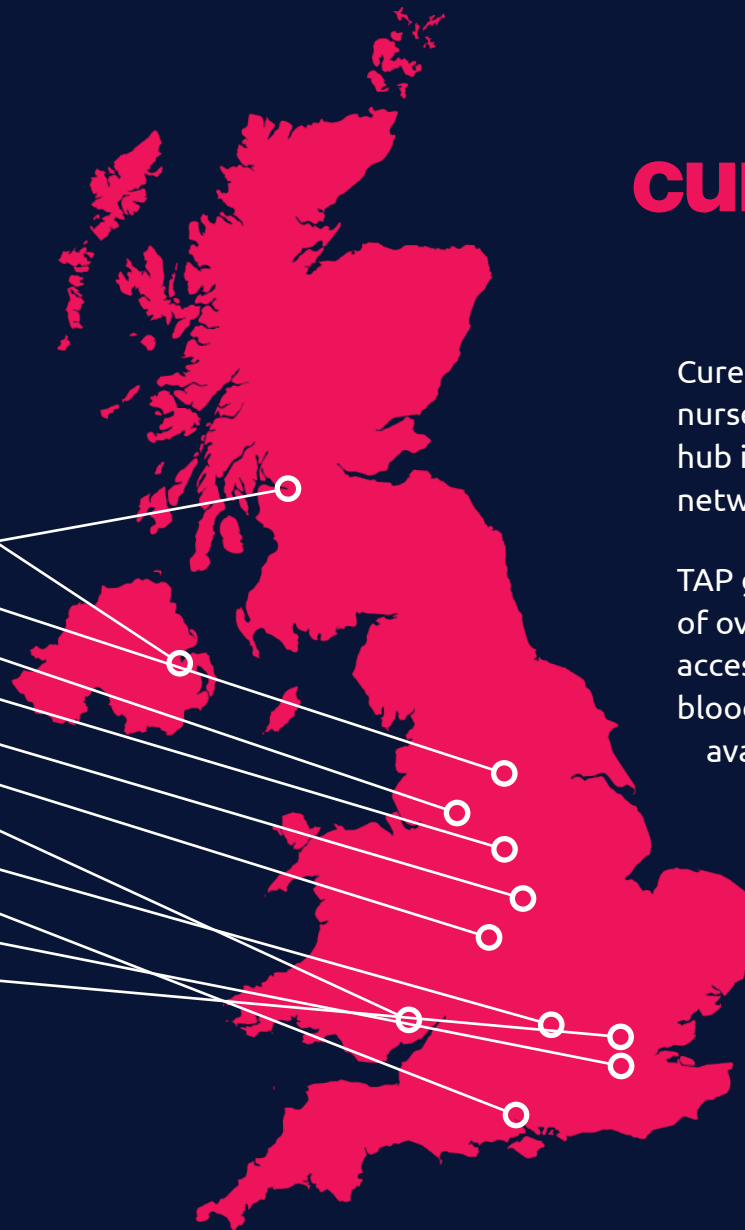
[CLICK TO WATCH](#)



# HOW £1,000,000 WILL BE INVESTED

The aim of The Tour 21 is to raise £1,000,000 for national charity Cure Leukaemia which will be invested in the 12 blood cancer centres across the UK that form the Trials Acceleration Programme (TAP).

Belfast  
Glasgow  
Leeds  
Christie, Manchester  
Sheffield  
Nottingham  
Birmingham  
Cardiff  
Oxford  
Southampton  
Guy's and St Thomas  
University College Hospital (UCL)



**cureleukaemia**  
the blood cancer charity

Cure Leukaemia fund specialist research nurses at these hospitals and a facilitatory hub in Birmingham to form the TAP network.

TAP gives patients from a catchment area of over 20 million people accelerated access to pioneering clinical trials for blood cancer that otherwise would not be available to them.

Not only do these trials save lives but they also hasten global progress towards finding effective treatments for all forms of blood cancer.

# THE TOUR 21 IN 2022









To find out more about how to get involved  
in The Tour 21 please email Joe White,  
Head of Sport Events [joe@cureleukaemia.co.uk](mailto:joe@cureleukaemia.co.uk)