



ALL 21 STAGES OF THE
2023 TOUR DE FRANCE



SPONSORSHIP OPPORTUNITIES

25 x amateur cyclists from across Europe and the US, take on all 21 stages of the world-famous Tour de France route a week ahead of the professionals to raise over £1million (\$1.2 million) for pioneering research nurses and globally significant leukaemia trials.

LIVE THE TOUR FEEL THE TOUR RIDE THE TOUR

23rd June - 16th July 2023

The Tour 21 is Cure Leukaemia's biggest annual fundraising event. Each of the riders is set a minimum fundraising target with the event in 2023 aiming to break our £1.2million (\$1.5million) fundraising record.

Cure Leukaemia is the only Official UK Charity Partner of the Tour de France, having started the partnership in 2019 and thereby accessing the knowledge, guidance and expertise of the event organisers.

Cure Leukaemia was founded in 2003 and funds a globally significant trials programme that develops new treatments for all types of leukaemia with the ultimate aim of curing the disease within a generation.

834,000

Audience size of the 2022 edition of The Tour 21 across Cure Leukaemia and The Tour 21 social media platforms

160,000

Cumulative viewing figures of the official documentary, "Riding To Survive" in partnership with NBC Sports.



3 ENGAGEMENT COMPONENTS FOR THE TOUR 21 IN 2023

THE KIT

3 x kits are produced by Official Tour de France kit partner Santini and worn by all the riders

- The training kit** – received over 6 months before the event and worn to train in.
- The off-bike, media kit** – used for all media and PR engagements.
- The rider kit** – worn throughout the event when riding the 21 x stages.

CONTENT

Brand visibility and recognition in relation to The Tour 21 brand

- Media engagement** during the build-up to, during and after the event.
- The Tour 21 related events** such as 3 x rider days, corporate roadshows, community events and awareness-driving activities.
- "Live" content** generated daily by Cure Leukaemia across social media during the the event.

BROADCAST

Brand visibility and recognition on official Cure Leukaemia produced content created during the event.

- Footage released during the event, such as the **NBC Documentary**.
- Footage used for additional programming including news broadcasts and magazine shows by the likes of of the **BBC and Eurosport**.
- Created content **used in perpetuity** at all relevant opportunities.

EVERY 14 MINUTES SOMEONE IN THE UK IS DIAGNOSED WITH BLOOD CANCER. HELP THE TOUR 21 STOP THE CLOCK.

WHY ENGAGE WITH THE TOUR 21?



Save Lives

Your sponsorship will fund the trials and treatments to eradicate blood cancer within a generation



Tour de France

Be associated with one of the biggest sporting events in the global calendar



Visibility

Your brand will be visible across all facets of pre, during and post The Tour 21 event



Geography

Brand awareness following the Tour route in Spain and throughout France



The Riders

Engage with the riders and their networks as an official partner



Marcomms

Build a marketing and communications plan around The Tour 21

SPONSORSHIP OF THE TOUR 21

Title Sponsor	Become synonymous with The Tour 21
Senior Event Sponsor	Significant brand prominence throughout the 21 x stages
Team Bus Sponsor	Own The Tour bus look and feel
Kit Sponsor	With over 30 positions to choose from, suitable for all budgets
Content	Be associated with all The Tour 21 content
Crew	Support the team behind the team



INCLUDED IN ALL SPONSORSHIP PACKAGES:

Bespoke Official Partnership designation | Logo on official The Tour 21 team bus | Bespoke marcomms plan | The Tour 21 website presence | The Tour 21 logo use | Content creation opportunities

BRANDS WE ALREADY WORK WITH:



Watch an episode of the second series of The Tour 21 - Riding for Survival produced in association with:



Contact Alex Smith to discuss further:

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