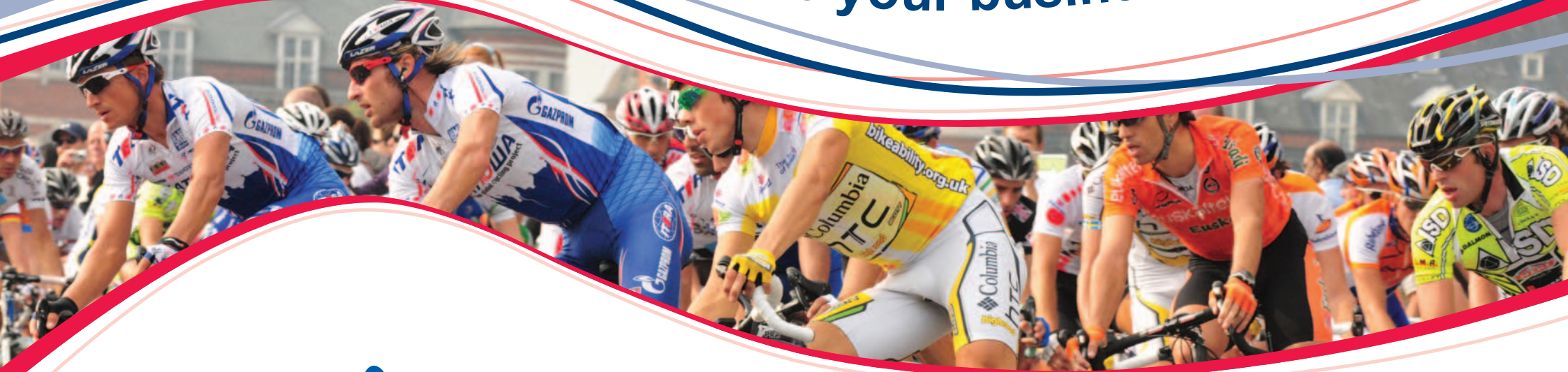


The Tour of Britain is coming to Suffolk.....
make your business part of it!!!



The Tour
of Britain 



LOTTERY FUNDED

Suffolk County Council as the location partner for the Tour of Britain in Suffolk is offering a unique opportunity for a limited number of Suffolk businesses to become official support partners.

The Tour of Britain is recognised as one of the cornerstone events in the UK sporting calendar and the country's biggest professional cycling event, attracting over 845,000 spectators and generating a gross value added impact in excess of £18,000,000 in 2009.

The tour attracts 16 teams from ten different countries with 96 riders competing for the coveted Tour of Britain title. Riders will include Olympic medallists and Tour de France yellow jersey and stage winners.

It is anticipated that stage 7 will attract in excess of 100,000 spectators with an estimated 10,000 attending the start and finish.

The race will start in Bury St Edmunds before passing through some of Suffolk's finest countryside including, Haverhill, Clare, Cavendish, Long Melford, Lavenham and Sudbury before passing into Essex and finishing in Colchester.

The event will be televised by ITV 4 providing a one hour dedicated programme each evening, reaching a global audience as well as Suffolk residents through regional and local media and press coverage.

The Tour of Britain provides a unique opportunity for a limited number of local businesses to be part of one of the UK's biggest sporting events and reach a significant audience with their messaging.



Outlined below are the benefits that Official Support Partners will receive:

- Official Support Partner banner in the race start area
- Space for a trade stand at the pre event cycling festival on Thursday the 16th September and start event on the 17th September in Bury St Edmunds
- A minimum of fifteen 20 second adverts per day on the media vehicle (image attached) which will promote the Tour of Britain to residents along the route of the Suffolk leg on the 16th and 17th and at the pre event cycling festival in Bury St Edmunds.
- An exclusive led ride for up to 16 of your employees with the Cycle Suffolk Coordinator and Orbea Cycling Team member Emilie Fisher. (time to be agreed)
- 2 VIP hospitality passes for the start venue on the 17th September
- Association with a healthy active lifestyle event aligned to the 2012 legacy target of getting 2 million more active
- An association with the country's biggest professional cycling event
- Opportunity to promote organisations key message to a mass audience

Official Support Partner costs

A maximum of 10 Official support partners are being sought to make a contribution of £1,000 in return for the benefits outlined.

If you would like to discuss the opportunities to get involved or have any questions please do not hesitate to contact **Nicky Mayhew** • Email: nicki@ivyrosemarketing.com • Tel 0773 625 5476