



**MANCHESTER'S LARGEST
CHARITY CYCLING EVENT**

**COMMERCIAL
OPPORTUNITIES
2025 / 2026**

CONTENTS

- 01 CONTENTS
- 02 USING CYCLING AS A FORCE FOR GOOD IN GREATER MANCHESTER
- 03 A RIGHT NORTHERN KNEES UP
- 04 WE HAVE THE VOLUNTEERS. NOW WE NEED THE SPONSORS.
- 05 HEADLINE SPONSOR
- 06 MAIN JERSEY SPONSOR
- 07 EVENT VILLAGE SPONSORSHIP
- 08 KING AND QUEEN OF THE MOUNTAIN SPONSORSHIP
- 09 RIDER NUMBER SPONSORSHIP
- 10 SECONDARY JERSEY SPONSOR
- 11 CAR PARK TICKET SPONSOR
- 12 FEED STATION SPONSORSHIP
- 13 BEER MAT SPONSORSHIP
- 14 CONTACT DETAILS



USING CYCLING AS A FORCE FOR GOOD IN GREATER MANCHESTER

In 2016, lifelong friends Danny Franks and Tony Rubins turned their shared passion for cycling and deep roots in charitable fundraising into something powerful: Tour de Manc®.

Their idea was simple but bold:
To create epic cycling events that challenge riders and raise serious money for charity.

What began as a grassroots dream has grown into one of Greater Manchester's most inspiring mass participation events - an inclusive, high-energy ride that's open to all and fuelled by purpose.

100% of profits are donated to charity.



03

A RIGHT NORTHERN KNEES UP

With four exhilarating routes cutting through 11 vibrant boroughs, five great feed stations to refuel, over 100 passionate volunteers, and thousands of riders, Tour de Manc is the ultimate northern knees-up!

SO FAR WITH THE SUPPORT
OF OUR PARTNERS & RIDERS,
WE'VE RAISED MORE THAN

£1,000,000.

WE HAVE THE VOLUNTEERS. NOW WE NEED THE SPONSORS.

Unlike other events of this scale, **Tour de Manc is run entirely by unpaid volunteers.** Every aspect – from route planning and rider safety to first aid and photography – is delivered by more than 100 generous people giving their time, skills, and energy to help others.

But we can't do it alone.

To keep growing, to keep raising vital funds for Manchester's charities, and to keep the ride open and accessible for all, **we rely on sponsors.**

Your support helps cover essential costs — from safety, signage and logistics, to feed stations, merchandise and more. It's what allows **100% of profits** to go directly to the charities that need it most. Without sponsors, the ride doesn't happen.

Tour de Manc is your opportunity to make a real, visible difference in Greater Manchester — while aligning your brand with a growing, inclusive, and highly engaged community event.



HEADLINE SPONSOR

Our Headline Sponsor will receive top-tier visibility and recognition across every aspect of the Tour de Manc experience - from rider communications to on-the-day branding, media coverage and beyond.

This is our most comprehensive package, designed for a partner who wants to align their brand with Greater Manchester's most impactful and inclusive charity cycling event.

BENEFITS INCLUDE:

- Large logo and sponsor recognition on the Tour de Manc website
- Start and finish line branding, including arches, banners and pop-ups
- Logo placement on all volunteer T-shirts
- Brand association on all media placements of Tour de Manc 2026 events
- Logo placement on the official finisher photo backdrop banner, seen in every rider's post-event photos
- Front logo placement on the official 2026 jersey
- Logo featured on event flyers, posters and in press releases promoting the ride
- Option to present medals or prizes - a great opportunity for photography and PR exposure
- Plus many more benefits...



MAIN JERSEY SPONSOR

Be the name on every rider's back.

As the official Rider Jersey Sponsor for Tour de Manc 2026, your brand will feature prominently on our bespoke, professionally designed cycling jerseys - worn by hundreds of participants during the event, and countless times after.

BENEFITS INCLUDE:

- Prominent branding across all rear pockets on the 2026 Tour de Manc jersey – the most visible position
- Exposure via hundreds of jerseys worn across the UK, not just on event day but all year round
- Logo placement and recognition on the Tour de Manc website and jersey e-shop
- Mentions in our jersey launch press release
- Logo placement on the official finisher photo backdrop banner, seen in every rider's post-event photos
- Complimentary entries to the 2026 Tour de Manc
- Social media support



EVENT VILLAGE SPONSORSHIP

The Tour de Manc Event Village is the bustling heart of ride day - where riders gather, supporters meet, and the celebration begins. This is where your brand can shine.

Positioned at the centre of all the action, our Event Village Branding package ensures your company is seen, remembered, and associated with one of Greater Manchester's most uplifting community events.

BENEFITS INCLUDE:

- Prominent signage and branding opportunities throughout the entire event village
- Your logo featured on all physical and digital rider tickets
- Logo placement on the official finisher photo backdrop banner, seen in every rider's post-event photos
- Complimentary entries to the 2026 Tour de Manc
- Social media support



KING & QUEEN OF THE MOUNTAIN SPONSORSHIP

The King and Queen of the Mountain (KoM/QoM) titles are awarded to the fastest male and female riders across the timed climb segments of our Mad Manc and Classic Manc routes - and have become a much-anticipated part of the event.

This sponsorship offers a valuable opportunity to align your brand with one of the standout moments of the ride.

BENEFITS INCLUDE:

- Branding on all materials and content related to the KoM and QoM prizes
- Branded signage at the start and finish of the timed climb segments
- Logo placement on the official finisher photo backdrop banner, seen in every rider's post-event photos
- Complimentary entries to the 2026 Tour de Manc
- Social media support



RIDER NUMBER SPONSORSHIP

As the Rider Number Sponsor, your brand will be front and centre on rider at the 2026 Tour de Manc Sportive – with thousands of riders carrying your logo throughout Greater Manchester.

This is a simple, high-visibility opportunity with lasting impact – perfect for businesses looking to show support for a meaningful, community-led event.

BENEFITS INCLUDE:

- Branding featured on all rider number cards for the 2026 Sportive
- Logo placement on the official finisher photo backdrop banner, seen in every rider's post-event photos
- Recognition on the Tour de Manc website
- Complimentary entries to the 2026 Tour de Manc
- Social media support



SECONDARY JERSEY SPONSOR

As a Secondary Jersey Sponsor, your brand will feature on the official Tour de Manc 2026 cycling jersey — worn not just on ride day, but again and again as riders continue to train, and ride throughout the year.

With a limited number of sponsors, this is a valuable opportunity to place your brand at the heart of the event.

BENEFITS INCLUDE:

- Branding on the 2026 Tour de Manc jersey, placed on either the left/right chest or left/right sleeve
- Exposure via jerseys on the day and worn by participants long after the event
- Logo placement on the official finisher photo backdrop banner, seen in every rider's post-event photos
- Logo and sponsor recognition on the Tour de Manc website
- Branding on the official e-shop page selling the 2026 jersey
- Complimentary entries to the 2026 Tour de Manc
- Social media support



CAR PARK TICKET SPONSOR

As the Car Park Ticket Sponsor, your brand will be one of the first things riders see on event day – featured prominently on the hanging car parking passes issued to all entrants with pre-booked parking.

It's a simple, effective way to increase brand exposure and associate your business with the rider experience from the very start.

BENEFITS INCLUDE:

- Branding on all Tour de Manc 2026 Sportive car park hanging tickets, displayed in riders' vehicles throughout the day
- Logo placement on the official finisher photo backdrop banner, seen in every rider's post-event photos
- Complementary entry to the 2026 Tour de Manc
- Social media support



**CAR PARKING
PASS**

FEED STATION SPONSORSHIP

Every rider stops to refuel - and your brand can be right there when they do.

With five sponsorships available across key feed stations on the Tour de Manc 2026 route, this is a unique opportunity to place your business at the heart of the ride, offering high visibility and positive brand association in a relaxed moment for riders.

BENEFITS INCLUDE:

- Choice of branding at the feed station, using your own supplied materials (e.g. banners, flags, pop-ups, tablecloths, balloons)
- Logo and mention in the official Ride Handbook, including in the dedicated feed station section
- Logo placement on the official finisher photo backdrop banner, seen in every rider's post-event photos
- Complimentary entries to the 2026 Tour de Manc
- Social media support



BEER MAT SPONSOR

In partnership with Brightside Brewing Company, this unique sponsorship puts your brand directly into the hands of thousands of pubgoers across Greater Manchester.

With 15,000 branded beer mats distributed across Brightside Brewing pubs in the lead-up to the event, this is a fun, informal way to extend your reach and build awareness in the community - well beyond the start line.

BENEFITS INCLUDE:

- Your logo featured on 15,000 custom Tour de Manc beer mats
- Distributed across Brightside Brewing Company pubs throughout Greater Manchester
- Extended campaign presence leading up to Tour de Manc 2026
- Complimentary entries to the 2026 Tour de Manc
- Social media support



**FOR FURTHER INFORMATION
AND TO CREATE YOUR
OWN BESPOKE PACKAGE,
PLEASE CONTACT OUR COMMERCIAL
AND SPONSORSHIPS MANAGER.**

DANNY FRANKS
EMAIL: SPONSORSHIP@TOURDEMANC.CO.UK

