



## SPONSORSHIP - FAQs

Tour de Manc offers a flexible sponsorship approach at a price-point to suit.

### **What are the sponsorship benefits?**

Our sponsors benefit from our sponsorship arrangements in the following way:

#### **1. Brand Visibility**

Sponsorships put your brand visuals in front of our growing audiences. From the reach on our website, social platform presence, media engagement and at our events. Doubling in size each year and with growing strategic relationships, with Greater Manchester Councils and key public and private organisations, our ability to promote our brand is growing exponentially.

#### **2. Targeted Marketing**

The right event attracts highly interested customers. Tour de Manc cater to a broad range of cycling audiences as well as those interested in healthy living, clean air agenda, inclusivity and charitable challenges. You gain the opportunity to engage one on one with people looking for relevant product solutions.

We are able to directly present our audience, your potential customers, with your special offers and promotions. We have a range of access points, at the events e.g. by pop-up shops /in goody bags, or via website offers or within event enrolment information packs.

#### **3. Consumer Perception**

Public perception can make or break your business. In a 2016 survey, the Event Marketing Institute found that 74 percent of consumers are more likely to buy products after exposure to a branded event marketing experience.

An association with Tour de Manc, is an association with a 100% charitable organisation with no employees and a quality reputation. Our events are universally praised and all of our surpluses go to Registered Charities, which deliver benefit to the Greater Manchester area.

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**Using Cycling as a FORCE  
For GOOD in Greater Manchester**

**WWW.TOURDEMANC.CO.UK**

Registered in England and Wales 10114177



## Tour de Manc Limited

186 Cheetham Hill Road  
Manchester, M8 8LW

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Web [www.tourdemanc.co.uk](http://www.tourdemanc.co.uk)

Twitter [@tourdemanc](https://twitter.com/tourdemanc)

Facebook [tourdemanc](https://www.facebook.com/tourdemanc)

### 4. Community Goodwill

Strengthening your business image is one of the most valuable benefits of event sponsorship. Customers love brands that care about spreading positive messages and helping the community. Linking your business to a worthy cause can draw lasting support and media attention. Few opportunities will match that of Tour de Manc in the area.

### 5. Audience Insights

Event sponsorship is a beneficial learning experience for business owners. After all, a roomful of great minds is better than one. With Tour de Manc, you have a mass audience to analyse!

## What are the Tour de Manc sponsorship options?

Tour de Manc have a flexible and layered approach to sponsorships.

Pricing varies depending on the sponsorship benefit area and dependent upon the level of sponsorship agreed – Silver, Gold or Platinum. Pricing ranges from £250 to £10,000 (ex. VAT). Each level offers a different combination of benefits and deliverables

Sponsorship benefit areas include:

Key/Headline Tour de Manc sponsor
Merchandising e.g. placement of sponsor logo on Tour de Manc cycling Jerseys, Crew T-Shirts, Goody bags
Website, social platforms and direct communications
Branding on rider numbers
Branding at event primary locations i.e. Start/Finish flags and banners
Branding at event secondary locations i.e. Feed Stations
Key role participation, e.g. Ride starter / Prize presentation role
Use of sponsors products / product placement
Prize sponsorship with association and related promotion
Relationship partners e.g. Media partner, Digital partner, Insurance partner

A discount is available for a multi-year commitment.

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Sponsorship Level example:

Category: Merchandise	Silver	Gold	Platinum
Item: Limited Edition Tour de Manc bespoke cycling jersey	£750	£1250	£2500
Sponsorship Announcement Mentions on social platforms	✓	✓	✓
Sponsors logo Front left <b>or</b> Front right chest of jersey	✓	✓	
Sponsors logo across back pocket of jersey			✓
Brand information, company logo and link to company website on the sponsor page as a sponsor	✓	✓	✓
Branding on Medal photo background boards – All finishers receive photos in front of the sponsors banner		✓	✓
Opportunity to promote offers to Tour de Manc email database and website			✓
Complementary entries to named Tour de Manc sportive event(s)		✓ x 2	✓ x 6
Complementary Tour de Manc limited edition cycling - more can be provided at cost price – all subject to availability		✓ x 1	✓ x 2

## Interested? what do I do ?

Simply email Tour de Manc at [register@tourdemanc.co.uk](mailto:register@tourdemanc.co.uk) with your sponsorship interest, contact details, some basic information about your company and the best times for us to get in touch with you.

**TOUR DE MANC USES CYCLING AS A FORCE  
FOR GOOD IN GREATER MANCHESTER**

Tour de Manc is a not for profit brand, which aims to raise significant funds for registered charities, through cycling – We are passionate about #inclusivity (e.g. cycling for the disabled, cycling for women and kids etc.) and #Healthyliving encouraging people to cycle for health benefits.

We have no employees and everything is done on a voluntary basis, with only necessary costs being deducted. There is no profiteering and all our surpluses are donated to registered charities. See our website for our charitable nominations.

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