



OVO ENERGY WOMEN'S TOUR 2019-21

A WINNING OPPORTUNITY FOR LOCAL BUSINESSES

Oxfordshire Tour Stages Sponsorship Packages



ovo energy
**WOMEN'S
TOUR**

Be part of the biggest women's cycling event in Oxfordshire.



On Wednesday 12th June, the UK's premier women's cycle race – and one of the largest free to attend sporting event – comes to Oxfordshire. Starting in Henley on Thames, see the world's best teams and riders competing across the Oxfordshire plain and finishing in Blenheim Palace, Woodstock.

It promises to be a historic occasion; and this is your chance to put your business right at the heart of it, with one of our specially- tailored sponsorship packages.

This is a unique opportunity to put your company's name in front of an audience of millions with a range of sponsorship packages from Full Stage Sponsor to Affiliate Sponsor. It's another way Oxfordshire's businesses and organisations can proudly support their local communities – indeed, it can even form part of your corporate social responsibilities.

The OVO Energy Women's Tour is a British sporting phenomenon. It has become the UK's biggest free-to-attend sporting event for spectators, making it a hugely popular community supported event.

Key global cycling stars such as Multiple World Champion **Marianne Vos**, Britain's **Lizzie Deignan** and Olympic Champions **Anna Van der Breggen**, **Laura Kenny** and **Katie Archibald** compete. Many of them recognise Britain as one of the best places in the world to cycle, both from the perspective of a sporting challenge and in terms of having some of the most animated, enthusiastic spectators to be found anywhere.

Oxfordshire has secured an opportunity, over the next three years, to bring the cycling event to its communities. Other areas of the country are hungry to host the race, but Oxfordshire has been offered this opportunity in recognition of its world-class natural beauty.

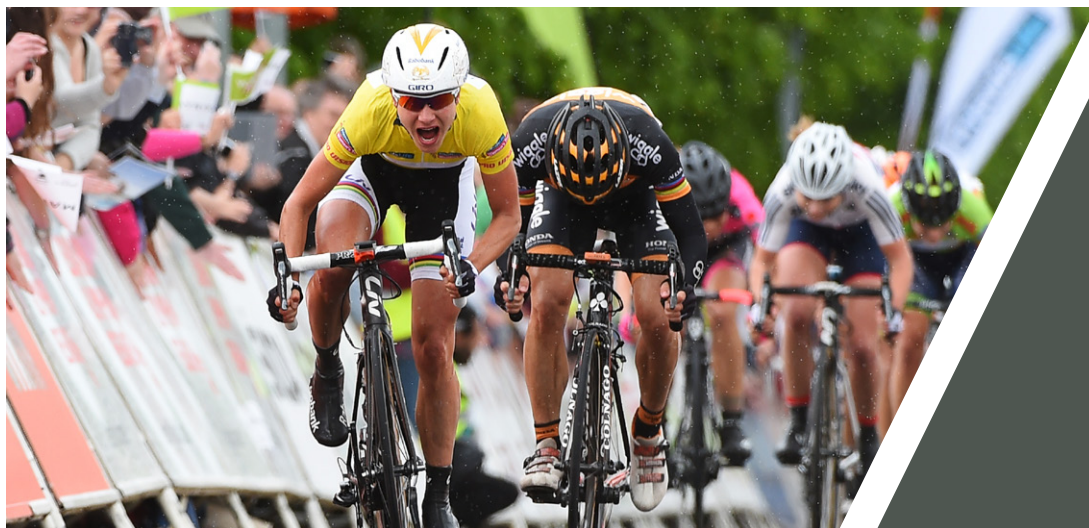
Put your business right at the heart of it



Just how big an opportunity is it?

The popularity of cycling is booming in Britain. For the OVO Energy Women's Tour, that means not only will hundreds of thousands be lining the route to watch in person, but also that the whole event will be covered in the national press, online and beamed across the world to millions of people watching it on TV.

It also brings great economic benefits for the county, both in terms of visitors and in media coverage; and as a sponsor, it provides a fabulous platform to promote your business.



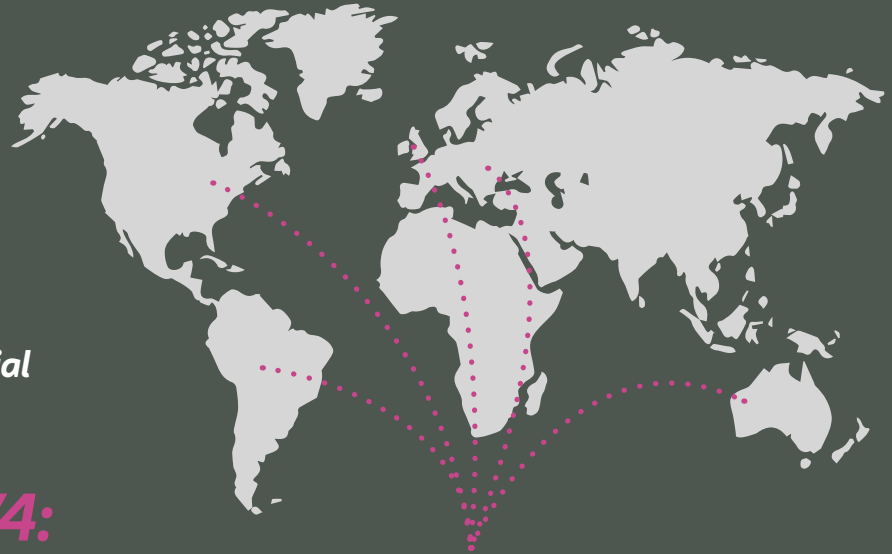


300,000
viewers on ITV
per day



BBC Radio 5 Live and
local BBC & commercial
radio coverage

Eurosport and ITV4:
Shown live, plus daily 1hr highlights



Broadcast to **87** countries



**PRESS
COVERAGE**

33 international titles
13 national newspapers
33 regional titles



**ONLINE
COVERAGE**

3.5 million people reached
through social media
channels

£2m average
net economic
impact per stage



64% of
spectators inspired
to cycle more often



300,000
live spectators
across the event



18% of visitors
stayed overnight



Extensive editorial
features in cycling press

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STAGE Sponsor Package

This premier three year package offers the ultimate coverage before, during and after the Oxfordshire Tour Stages, and includes:

- ✔ On the day meet the riders from one of the competing teams
- ✔ Meet the riders events over the summer on the build-up to the event
- ✔ Company cycle sprint on race day
- ✔ A health/coaching programme for employees
- ✔ Branding on start/finish arch
- ✔ Cycle past business premises subject to technical assessment
- ✔ Reference in TV commentary
- ✔ Branding on podium backdrop
- ✔ Branding on all three Oxfordshire OVO WT Stage marketing materials; posters, postcards
- ✔ Full page advert in official programme
- ✔ Signage boards at start/finish
- ✔ Sponsor recognition on locally controlled marketing and media; microsite, newsletter, editorial
- ✔ Complimentary VIP tickets to start hospitality area
- ✔ Complimentary VIP tickets to finish hospitality area
- ✔ PA announcements re Stage Sponsor at start and finish
- ✔ Opportunity to be involved in official team sign-in/presentations ceremony
- ✔ Right to use event name and logo in conjunction with sponsorship in company advertising for the duration of the sponsorship
- ✔ Space in the official promotion zone at finish
- ✔ Signed jerseys

£50,000 plus vat

(Three year sponsorship payable over three years)





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Put your business right
at the heart of it

A WINNING OPPORTUNITY FOR LOCAL BUSINESSES

GOLD Sponsor Package



An exceptional opportunity to benefit from Oxfordshire's OVO Energy Women's Tour coverage, with a comprehensive three year package that includes:

- ✔ Cycle past business premises subject to technical assessment
- ✔ Meet the riders events over the summer on the build-up to the event
- ✔ Branding on podium backdrop
- ✔ Branding on all three Oxfordshire OVO WT Stage marketing materials; posters, postcards
- ✔ Half page advert in official programme
- ✔ Signage boards at start/finish
- ✔ Sponsor recognition on locally controlled marketing and media; microsite, newsletter, editorial
- ✔ Complimentary VIP tickets to start hospitality area
- ✔ Complimentary VIP tickets to finish hospitality area
- ✔ PA announcements re Stage Sponsor at start and finish
- ✔ Right to use event name and logo in conjunction with sponsorship in company advertising for the duration of the sponsorship
- ✔ Space in the official promotion zone at finish
- ✔ Signed jerseys



£30,000 plus vat

(Three year sponsorship payable over three years)

A WINNING OPPORTUNITY FOR LOCAL BUSINESSES

SILVER Sponsor Package



Our Silver Package gives your business the opportunity to be an integral part of this historic sporting event, at reasonable cost. This three year package includes:

- ✔ Logo in the official programme
- ✔ Signage board at start/finish
- ✔ Sponsor recognition on locally controlled marketing and media; microsite, newsletter, editorial
- ✔ Complimentary VIP tickets to start hospitality area
- ✔ Complimentary VIP tickets to finish hospitality area
- ✔ PA announcements re Stage Sponsor at start and finish
- ✔ Right to use event name and logo in conjunction with sponsorship in company advertising for the duration of the sponsorship
- ✔ Space in the official promotion zone at finish
- ✔ Signed jerseys



£10,000 plus vat

(Three year sponsorship payable over three years)

A WINNING OPPORTUNITY FOR LOCAL BUSINESSES

BRONZE Sponsor Package



The ideal way to be part of the region's most exciting and historic sporting event for years, the Bronze Package offers your business:

- ✔ Sponsor recognition on locally controlled marketing and media; microsite, newsletter, editorial
- ✔ Right to use event name and logo in conjunction with sponsorship in company advertising in 2019
- ✔ Space in the official promotion zone at finish
- ✔ Complimentary VIP tickets to start hospitality area
- ✔ Complimentary VIP tickets to finish hospitality area



£5,000 plus vat (One year sponsorship)

A WINNING OPPORTUNITY FOR LOCAL BUSINESSES

AFFILIATE Sponsor Package



An excellent opportunity for client hospitality as well as having your company associated with this prestigious event, the affiliate package features:

- ✓ Logo in the official programme
- ✓ Sponsor recognition on locally controlled marketing and media; microsite, newsletter, editorial
- ✓ Space in the official promotion zone at finish
- ✓ Right to use event name and logo in conjunction with sponsorship in company advertising in 2019



£1,000 plus vat (One year sponsorship)

Help make sporting history

The OVO Energy Women's Tour coming to Oxfordshire doesn't just give you the opportunity to promote your business – it's your chance to be an integral part of a truly historic occasion, as one of the most important events in the British sporting calendar visits the area for the first time. So, don't miss out – contact us today!

For further information about any of our sponsorship opportunities, please contact us:

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