

**CHELTENHAM
FESTIVAL / OE
CYCLING** PRESENTED BY
BLOOR HOMES



**Stage
Seven**

**Benefit from the biggest cycling event in
Britain, right on your doorstep.**

www.cheltenhamcyclingfestival.org.uk | [@cheltcyclefest](https://twitter.com/cheltcyclefest) | www.tourofbrampton.co.uk



Get ready for a wheelie great event...

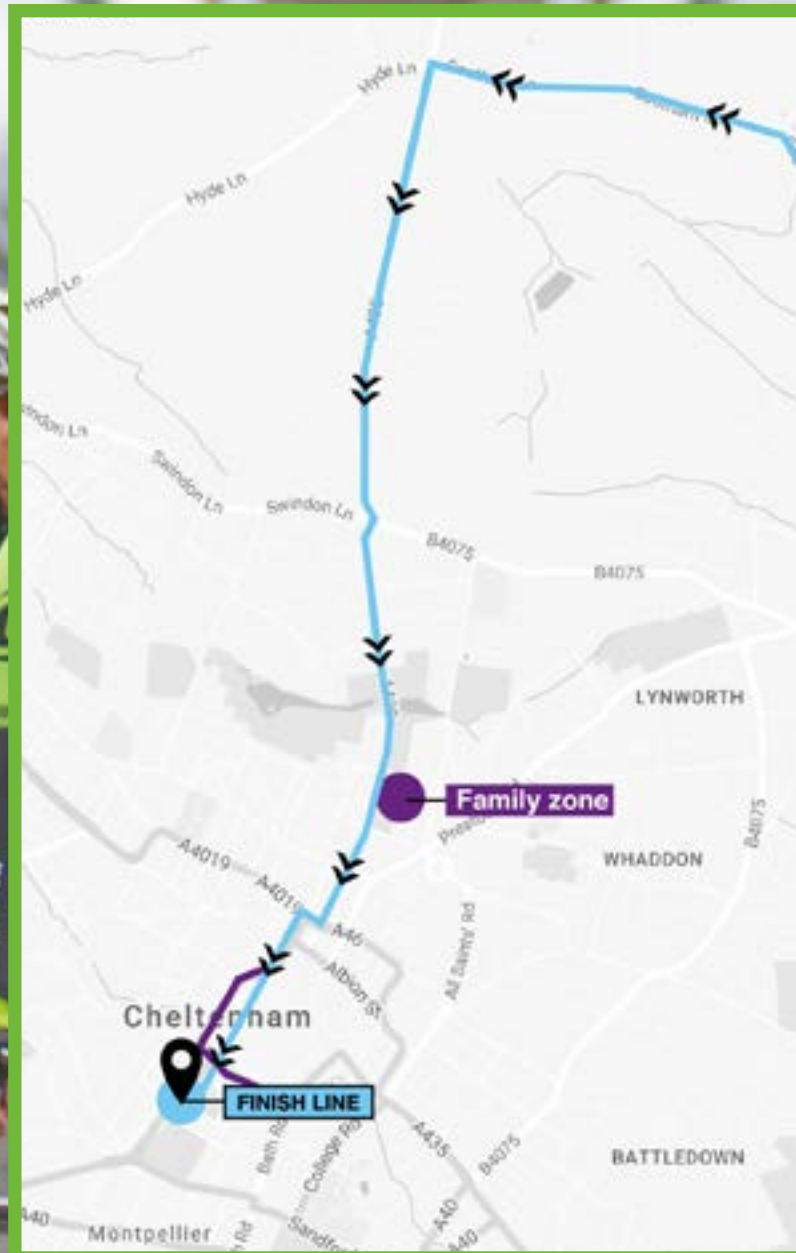
On **Saturday 9th September**, Cheltenham residents and visitors alike will get to enjoy the Cheltenham Festival of Cycling, featuring a series of town-wide initiatives to enjoy, educate, try and watch. From the Family Zone in Pittville Park to a Street Market outside the Municipal Offices, the town will come alive, and even better, you'll also have a chance to celeb-spot some of the world's most elite cyclists too.



We're looking for **businesses and individuals** to take part in our free initiatives, or buy some of our affordable business benefits, and help us make this event one to remember!

Read on to find out how...

The Tour is coming...

As part of the Festival, Cheltenham is proud to host the finish line of the penultimate stage of the **OVO Energy Tour of Britain**, which will see 120 of the world's top professional cyclist's, race through the Cotswolds to arrive in our historic spa town on **Saturday 9 September**. The leg will start in Hemel Hempstead and cover a whopping distance of 115 miles or 186km that will also see them tackle the **King of the mountains**; Cleeve Hill in their bid to finish first.



-  Tour of Britain main route
-  Street fair/Family zone

How can your business benefit?

The combined Festival and **Tour of Britain** event is expected to draw up to **50,000 people** to Cheltenham, with people coming from all across the UK to line the route and **watch the action** first hand.

Businesses can capitalise on this amazing opportunity in a number of ways...

Make the town zing...

This year, the official colour of Cheltenham Festival of Cycling is a particularly bright shade of **lime green**, and at the beginning of August, you'll start to see some rather vibrant bicycle art appearing throughout the town. Funded by the Cheltenham BID, this is your chance to contribute to the community feel by:




- requesting a **green bike** for your business, shop window or home
- **coordinating window displays**, adding green bunting, inflating green balloons; anything you can think of to catch the attention
- planting bike **art flowerbeds**
- promoting the event and our website with **posters and flyers**, and sharing the info on social media
- sending us your photos; **tweet us, tag us on Facebook and Instagram** and tell us your plans!
- Don't forget, the Tour of Britain is **heavily televised** and will also include footage of the local area too.

The best and brightest displays may well make it onto **live TV**, so what are you waiting for?



Be a winner

We're running a competition for the best display in town. If you think your display could be a winner, tag your picture using the hashtag **#CheltenhamBest** and it might be you. Find out more...

 @cheltcyclefest
 #cheltcyclefest
 cheltcyclefest

Promote your business...

As well as opportunities for national & international exposure via our sponsorship packages, which start at £3,000, we are also providing businesses with promotional opportunities from as little as £50.

If you have a budget available, and would like to promote your business, you can take advantage of local and national awareness via:

Soft banners: Our banners are up all around the town in highly visible locations. Banners are 2 metres by 1 metre. Get your logo on our official banners including print and production for:

- For one week: £75
- For two weeks: £100
- For three weeks: £125
- For four weeks: £140

Please allow 5 working days for print and production.

Discounts are available for 5 or more banners.



Digital Package; including a profile on the website, mentions on social media and a logo and URL in a newsletter.

Choose from three tiers:

- **Top tier:** Including a 150 word profile on the website in a prime location, a minimum of five mentions across our social media channels as one of our official supporters, and a logo and URL in three of our newsletters over the next twelve months. £100
- **Tier 2:** Including a 100 word profile on the website as our supporter, a minimum of three mentions across our social media channels and a logo and URL in two of our newsletters over the next twelve months. £75
- **Tier 3:** Including a 50 word profile on the website as our supporter, at least one mention on our social media channels and a logo and URL in one of our newsletters over the next twelve months. £50

Fill our goody bags; we plan to give our visitors and residents alike a fun-filled goody bag with memories of the day.

Up to 5,000 goody bags will be produced, and local businesses can put something into our goody bags. You will:

- need to provide something tangible; think branded pencils, binoculars, rain ponchos, sunglasses, whatever you want to produce
- need to let us know how many goody bags you want to put something in. Minimum 500

Have a stall; we're running a street market on the Long Gardens, outside the municipal offices, and there is also a **VIP Race Village** in Imperial Gardens.

- Select a 5ft market stall (half of a 10ft stall) near Neptune's Fountain on the Inner Promenade, on hard standing, close to the Finish Line and well placed for media coverage. First come, first served. £60 for the day.
- Select a 10ft market stall near Neptune's Fountain on the Inner Promenade, on hard standing, close to the Finish Line and well placed for media coverage. You can provide your own stall, or we'll provide one for you. First come, first served. £100 for the day.

Interested in one of our benefits? Ask us about the reach or contact Victoria Petkovic-Short: victoria@aptmarketing.co.uk to book one of our promotional perks...

Other opportunities

Accommodation Providers

If you run a hotel or B&B or offer rooms to rent, make sure your business is listed on the Visit Cheltenham website. You should also make sure your website highlights local cycle routes /events along with images and information about attractions accessible to cyclists

- that cyclists will be catered for by emphasising the facilities/ services available for cyclists at your premises – think bike storage, washing facilities etc.
- put your business in front of potential visitors by sharing Festival updates on social media and using official hashtags
- get your business accredited with one of the national welcome schemes i.e. cyclists and walkers welcome.

Restaurants, Bars & Cafes

Cheltenham is known as the foodie centre of the Cotswolds. The Festival presents the perfect opportunity to showcase the very best of food and drink that Cheltenham has to offer and live up to our well-earned reputation. Consider Cycling and Tour of Britain themed products, stock up with local delicacies and promote special on-the-day deals that spectators can take advantage of.

Don't forget to keep checking our website for information on road closures and times, and any access changes. Food and drink businesses may need to consider adapting their opening, closing and food service hours around the event to help make the most of the opportunity.

Don't forget, if you have television facilities, you can also promote live coverage of the event!

Practical Information

Although your business can benefit from the many spectators of the event, it is important to be aware of how it may affect your usual business, especially if you are located close to the route. Here are some things to consider:

- if access is limited at certain time of the day you will need to think about how your employees and customers will get in and out of the building.
- you may need to adjust your opening and closing hours.
- you may need extra staff to cope with the large number of spectators.

Keep up to date

It's important that you stay in the loop so you can update you staff and customers about the Tour of Britain.

We will be posting frequent updates on www.cheltenhamcyclingfestival.org.uk, subscribe to the page to receive emails – that way you can make sure you don't miss anything.

Legacy Planning

The Cheltenham Festival of Cycling is not just about the event on September 9th; we are also thinking hard about legacy planning focussed around key themes of inclusivity, wellbeing, connectivity and infrastructure. We want the Cheltenham Festival of Cycling to be a platform for bringing benefits to the town. Make sure you join our mailing list at www.cheltenhamcyclingfestival.org.uk to keep up to date with our plans.

Why not be a sponsor?

We are looking for commercial partners to help bring are Cheltenham Festival of Cycling vision to life. So whether you're an avid Tour of Britain or road cycling fan, spend every weekend on your bike, or simply want to get involved in supporting the town, we have an opportunity to work together. There are packages to suit every budget and our partners will have access to a number of exclusive benefits including finish line viewing seats. To find out more visit:

www.cheltenhamcyclingfestival.org.uk or contact **Victoria Petkovic-Short**, account director, telephone **01242 250692**, email victoria@aptmarketing.co.uk.