



2026 Cycle Challenge
Sponsorship Packages

Major Sponsorship



Includes:

- Branded cycling jersey worn by all cyclists on the event
- Two free rider entries
- Two single supplement fees
- Company logo on all onsite event promotion, website and event app
- Social media coverage pre-event, onsite and post-event

£18,000 + VAT

Start Sponsor



Includes:

- Product placement at start line
- Engagement and sampling with riders
- Logo on website
- Logo and company profile on event app
- Social media coverage

£1,500 + VAT

Lunch Sponsor



Includes:

- Product placement at lunchtime stop
- One place for networking at riders' dinner (UK only)
- Logo on website
- Logo and company profile on event app
- Social media coverage

£1,500 + VAT

Refreshment Sponsor



Includes:

- Brand activation at refreshment stop
- Product placement throughout the event (UK only)
- Engagement and sampling with riders
- Logo on website
- Logo and company profile on event app
- Social media coverage

£1,000 + VAT

Finish Sponsor



Includes:

- Fully branded finish line with your company branding and assets
- Logo on website
- Logo and company profile on event app
- Social media coverage

£2,500 + VAT

Jersey Sponsor



Includes:

- Company logo on cycling jersey worn by all riders
- Logo on website
- Logo and company profile on event app
- Social media coverage

£950 + VAT

Water Bottle Sponsor



Includes:

- Fully branded water bottles provided to all riders
- Logo on website
- Logo and company profile on event app
- Social media coverage

£1,500 + VAT

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