



# JOIN US ON THE WORLD'S STAGE

*A unique opportunity to become an Official  
Stage Sponsor of The Women's Tour*



**THE  
WOMEN'S  
TOUR**





As an Official Stage Five Colchester to Clacton sponsor you can be at the heart of the action and showcase your brand across Colchester, Tendring and East Anglia. With live coverage in the UK and to over 120 countries around the world, your brand will be reaching national and global audiences too.

## WHAT IS THE WOMEN'S TOUR?

The Women's Tour is part of the prestigious UCI Women's WorldTour – the biggest all-female race series in the world. It attracts the best riders including Olympic and World champions, as well as the most elite British riders and stars of the future.

In 2021 and 2022, Colchester will be at the heart of this event. On Friday 8th October 2021, the borough will host the fifth and penultimate stage: Colchester to Clacton. And then in 2022, the world's eyes will once again be on Colchester, as the town will host the Grand Depart of the entire race.

**Here is your chance to get involved!**

“What a coup to bring the Women's Tour to Colchester to showcase this historic town on the world stage. Colchester is hugely proud to support this global event and our ambitions for Stage 5 are to celebrate this fantastic part of Essex, attract thousands of visitors to the area, boost the local economy, inspire the sports women of the future and encourage all of us to lead fitter, healthier lives.”

**Cllr Paul Dundas, Leader of Colchester Borough Council**



## THE ROUTE

In 2021, the event will start in Bicester, Oxfordshire and finish in Suffolk. The fifth stage sees the competitors cycle from Colchester's Northern Gateway Sports Park, through the historic town centre taking in the Roman Castle and onwards to the county's Sunshine Coast at Clacton.



The Women's Tour is a free-to-watch spectacular event attracting far more than just cycling fans.

Colchester Northern Gateway Sports Park is unique in Essex in featuring a one-mile cycle track, approved by British Cycling, as well as a learn to ride course and cycle pump track for children. Cycling sessions for people with disabilities will also be available through the nationally recognized, Wheels for All initiative.

## BE PART OF THE STAGE 5 ACTION

This October, more than 100 elite cyclists from all over the world will travel to Colchester to compete through the historic town centre, setting off from the new Colchester Northern Gateway Sports Park where the riders will warm up on the new 1-mile closed circuit track, a sporting facility unique to Essex.

After leaving Britain's first city, the riders will race through the spectacular Tendring countryside completing two loops of the district – including through Manningtree town centre – before an exciting finish along Clacton seafront.

We anticipate, thousands of spectators, including from schools and local businesses, will line the routes to cheer on the riders; media from across the UK will gather at start and finish lines to showcase the riders, organisers and sponsors; and events and celebrations will pop up in every location along the way.

This event is being delivered in Colchester by Colchester Amphora Trading Ltd on behalf of Colchester Borough Council.

## KEY 2019 EVENT FACTS

The 2019 race attracted over  
**230,000**  
spectators to the  
roadside across the  
six stages



The 2019 race was  
broadcast in almost 107  
markets around the world  
to an audience of over  
**2 million**



The 2019 race generated  
a net economic impact  
across the six days of in  
excess of  
**£5 million**



**62%** of spectators surveyed  
said that the Women's Tour inspired them  
to cycle more often, while  
**87%**  
described the race as "very enjoyable"





# WHY NOT PUT YOUR BUSINESS AT THE HEART OF THIS NATIONAL OCCASION BY BECOMING AN OFFICIAL PARTNER?

There are three levels to choose from

## OFFICIAL COLCHESTER TO CLACTON STAGE PARTNER 2021 £15,000

- The stage will be named after your business in all national and local Women's Tour marketing material (e.g. 'Stage 5 Colchester to Clacton: The "Your business name Ltd" Stage')
- Media opportunity confirming you as the Official Stage Partner at a mutually convenient time and location of your choice
- Key involvement in the Official Colchester - Clacton stage launch confirming the stage route and race details. This is normally held around three to four months before the race and attended by professional riders and Women's Tour race representatives
- Opportunity to present an award/ jersey on the podium at the stage finish
- Exclusive logo branding on the official start and finish arch
- Exclusive logo branding on the official podium backdrop
- Exclusive logo branding on the official press backdrop
- Tier 1 branding on pre-event marketing materials: A3 posters; A5 flyers and roadside pre-publicity roadside banners
- Eight 3m x 1m partner boards in prominent positions at the start and finish
- PA announcements at the start and finish recognising your business as an Official Partner
- Space in the official event villages at the start and finish locations for corporate promotional purposes
- Ten complimentary VIP tickets to the start and finish hospitality areas
- Company logo and website links to be included on the official Colchester to Clacton Women's Tour Stage website page and on our host partner websites
- The right to use the Women's Tour event name and logo and your status as the Official Partner of the Women's Tour Stage 5 Colchester to Clacton on your company's products/website/ stationery/vehicles/signage etc in 2021
- **With first opportunity to be Official Stage Partner in 2022**

## PRINCIPAL COLCHESTER STAGE PARTNER 2021 £10,000

- Invitation to attend and be acknowledged as Colchester Stage Partner at the Official Colchester to Clacton Stage Launch confirming the stage route and race details (normally held around three to four months before the race and attended by professional riders and Women's Tour race representatives)
- Opportunity for a member of staff or client to drop the official race flag to start the stage and get the race underway
- Tier 2 branding on Colchester's pre-event marketing materials: A3 posters; A5 flyers and roadside pre-publicity banners
- Four 3m x 1m partner boards in prominent positions at the Start and finish
- PA announcements at the start recognising your business as a Principal Partner
- Space in the official event village at the start and finish locations for corporate promotional purposes and to distribute marketing material
- Six complimentary VIP tickets to the start hospitality area (additional VIP tickets can be negotiated if required)
- Company logo and website links to be included on the official Colchester to Clacton Women's Tour Stage 5 website page and on Colchester host partner websites
- The right to use the Women's Tour event name and logo and your status as an Official Partner of the Women's Tour in Essex on your company's products/ website/stationery/vehicles/signage etc in 2021
- Acknowledgment and reference to you as a supporting partner in any local press releases
- **With first opportunity to be Principal Colchester Stage Partner in 2022**



“ We know from the Women's Tour's previous visits to our district just what a spectacle this race brings - and what opportunities this presents businesses who get involved in the event. That is why Tendring is eagerly awaiting the return of this prestigious world-class race; to celebrate our fantastic area, draw spectators from around the globe, and nudge us all to get on our bike. ”

Cllr Neil Stock OBE, Leader of Tendring District Council

## SUPPORTING COLCHESTER STAGE PARTNER £5,000

- Media opportunity confirming you as an Official Supporting Stage Partner at a mutually convenient time and location of your choice
- Invitation to attend the Official Colchester to Clacton Stage Launch confirming the stage route and race details (normally held around three to four months before the race and attended by professional riders and Women's Tour race representatives)
- Acknowledgment and reference to you as a supporting partner in any local press releases
- Two 3m x 1m signage boards at the start
- PA announcements at the start recognising your business as a partner
- Four complimentary VIP tickets to the start and finish hospitality areas (additional VIP tickets can be negotiated if required)
- Space in the official event villages at the start and finish locations for corporate promotional purposes and to distribute marketing material
- The right to use the Women's tour event name and logo and your status as an Official Supporting partner of the Women's Tour Stage in Colchester to Clacton on your company's products/website/ stationery/ vehicles/signage etc in 2021
- Company logo and website links to be included on the official Women's Tour Stage 5 website page and on our host partner websites

## OTHER WAYS TO SUPPORT

*There's lots of ways you and your business can support the Women's Tour:*

- Sponsor a leg of the race and see your company's banners line sections of Stage 5 route
- Host a hospitality event at CNG
- Help in kind with your workforce champions
- Organise a Women's Tour themed community event
- Inspire your work force to cycle with access to WT riders or bid for a Webinar
- Donate prizes for our school and community group activities and competitions

**... or simply get in touch to chat to us about the ways you'd like to get involved!**

We are taking the safe return of the Women's Tour very seriously and the event may look a little different to what fans are used to, but the action, atmosphere and excitement will remain just the same! We want to keep fans, riders and staff as safe as possible, so will adopt relevant safety policies to ensure that everybody can enjoy the Women's Tour safely.





# GET IN TOUCH

If you'd like to find out more about our sponsorship packages or ways to get involved, please email:

[womenstour@colchesteramphora.com](mailto:womenstour@colchesteramphora.com)

Find out more at: [www.womenstour.co.uk](http://www.womenstour.co.uk)

Find us on social media:

 [@enjoycolchester](https://www.facebook.com/enjoycolchester)

 [@yourcolchester](https://twitter.com/yourcolchester)

 [@thewomenstour](https://www.facebook.com/thewomenstour)

 [@thewomenstour](https://twitter.com/thewomenstour)

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#WomensTour