



# The Women's Tour 2017

Sponsorship pack

**Saturday 10 June**

**Stage four: Chesterfield to Chesterfield**  
(through Derbyshire)



## About the Women's Tour

The Women's Tour is a major UK sporting event that is growing in popularity year-on-year.

Last year, 96 professional riders from 22 countries - including 12 national champions, six Olympic medallists and five world race champions - competed in front of packed crowds and TV audiences.

This year's race promises to be even better with Chesterfield Borough Council and Derbyshire County Council bringing the race back to Derbyshire on Saturday 10 June.

The 81-mile Derbyshire stage will start and finish in the historic market town of Chesterfield, taking in the beautiful Derbyshire countryside and the market towns of Belper, Bolsover, Wirksworth and Staveley.





## Communicate your brand effectively

We're offering a range of sponsorship packages your business can take advantage of when this world-class sporting event comes to your doorstep.

- 70,000 spectators expected across the Derbyshire stage of the race
- Extensive online coverage with over one million expected page views
- 3.92 million Twitter impressions
- Extensive radio and TV coverage - local, regional, national and global.
- Coverage in local and national newspapers as well as specialist sports magazines.

## Why should your business sponsor this event?

1. Your business can benefit from the marketing and PR opportunities of a world class sporting event with global coverage.
2. A range of packages, starting from just £500.
3. You benefit from the opportunity of supporting a major event being held on your doorstep, which also focuses on promoting healthy lifestyles and equality
4. Interactive – your staff and customers can watch the event anywhere on the stage, or on TV/social media.
5. The event has a broad appeal from local to global, and from families to cycling enthusiasts, meaning it provides perfect opportunities to get your brand/message across.



# Sponsorship opportunities

There are a range of sponsorship opportunities to suit all budgets.

Our table shows the sponsorship packages available. However, we would welcome a discussion with you to tailor a package that best suits your business needs.

Contact James Taylor on 01246 345250 or email [james.taylor@chesterfield.gov.uk](mailto:james.taylor@chesterfield.gov.uk) to book a sponsorship package or talk about relevant opportunities for your business.

## Wide range of sponsorship opportunities

	Package 1 £500	Package 2 £2,000	Package 3 £5,000	Package 4 £10,000	Package 5 £15,000
Two VIP seats in a helicopter to watch the race from above				●	●
Place on VIP sponsor bus to witness race at key points			●	●	●
One VIP seat in a race car following cyclists				●	●
One VIP seat in a car of a cycling team following the race					●
VIP place on podium as presentations are made				●	●
VIP hospitality all day				●	●
Tickets to the VIP hospitality area at the start	●	●	●	●	●
Tickets to the VIP hospitality area at the finish		●	●	●	●
Velodrome cycle track experience event			●	●	●
Logo on podium at start or finish					●
Logo on official Women's Tour website				●	●
Logo on Chesterfield Borough Council, Derbyshire County Council and Derbyshire Sport websites	●	●	●	●	●
Logo on sponsors' page in event newsletter	●	●	●	●	●
Logo on start or finish arch that cyclists pass through					●
Roadside banner				●	●
Advert in official Women's Tour programme			●	●	●
Logo on advertising board at the start			●		
Logo on advertising board at the finish				●	
Logo on advertising board at the start and finish					●
Framed photo of your choice from day	●	●	●	●	●
Commemorative plaque to mark your sponsorship of the event	●	●	●	●	●
Promotional display in Chesterfield market area		●	●	●	●
PA announcement of sponsorship to crowds at start and finish events		●	●	●	●
Branded flags to hand out to spectators				●	●

Derbyshire stage sponsors:



**CHESTERFIELD**  
BOROUGH COUNCIL



**DERBYSHIRE**  
County Council



In partnership with:

Derbyshire Sport 



DESTINATION  
CHESTERFIELD

**VISIT**  
**PEAK DISTRICT**  
**& DERBYSHIRE**