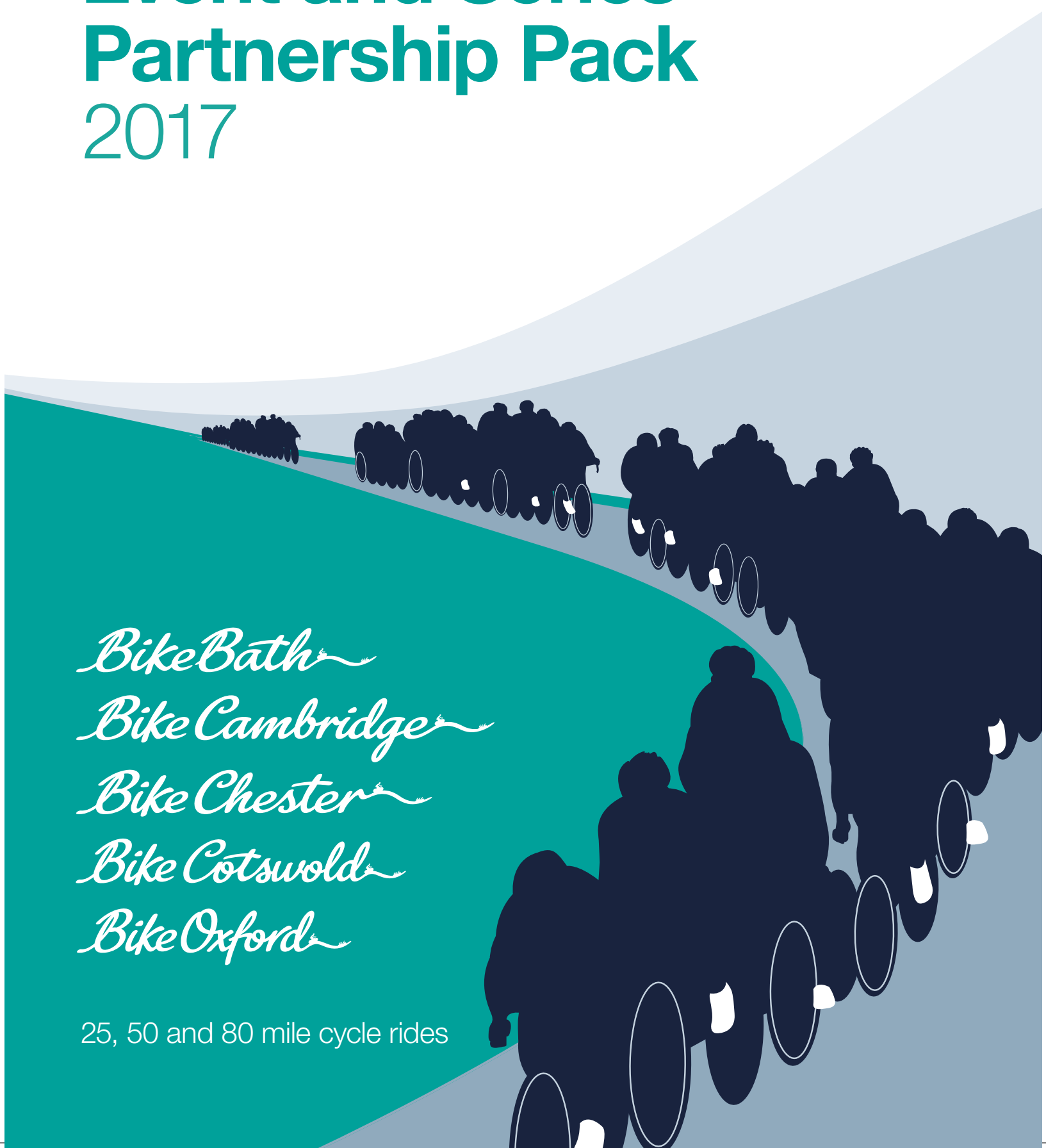


Iconic Cycling Events

Event and Series Partnership Pack 2017

BikeBath
Bike Cambridge
Bike Chester
Bike Cotswold
Bike Oxford

25, 50 and 80 mile cycle rides



Iconic Cycling Events design, develop and deliver cycling events around the UK and overseas. We organise mass participation cycling sportives* and bespoke corporate events.

About us

Our events attract thousands of cyclists each year and our aim is to make each event more than just a bike ride.

Key features include:

- Appeal to all ages and abilities
- Heritage locations supporting local businesses
- Great routes
- All inclusive
- Growing each year
- Engaging with successful household names – BMW, Waitrose, Nuffield Health, Carter Jonas, Jordans.

There are a number of fantastic opportunities for you to get your brand or products in front of an affluent demographic and be associated with our inclusive sporting events.

Come on... join the ride!

About the events

Each of our events follows a similar format. Features include:

- An event village
- Rider number & timing chip
- Marked routes of 25, 50 or 80 miles
- Feed stations with locally sourced food
- Medical & mechanical support
- Finishers award
- Post ride food and drink.

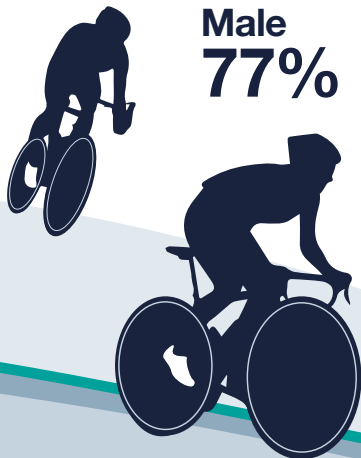
Our riders come from families, businesses, clubs, schools, charities, groups of friends as well as individuals taking on a personal challenge.

Our riders

By gender

Female
23%

Male
77%



By age

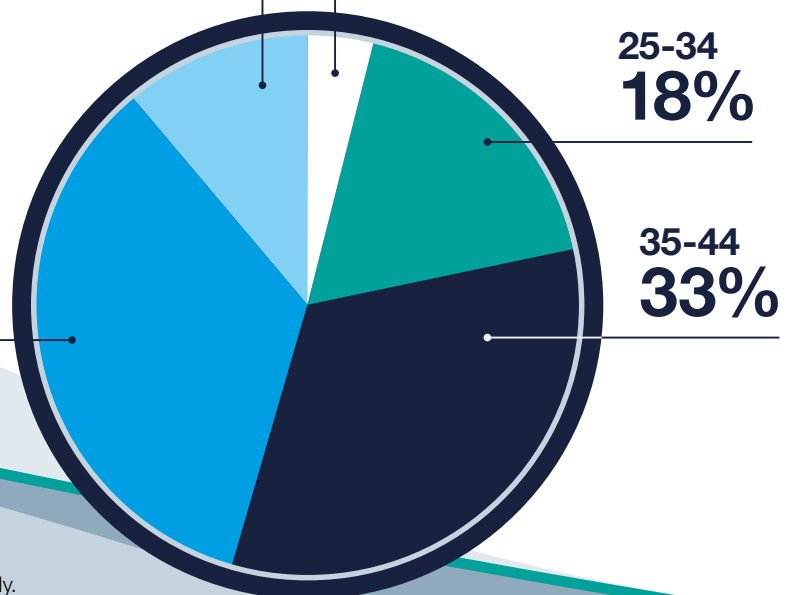
Over 55
11%

Under 25
4%

25-34
18%

35-44
33%

45-54
35%



* Sportives – short to long distance, non-competitive, organised, mass-participation cycling event typically held annually.

“My first sportive – a massive thank you to everyone that organised a great event. Good facilities and very good value for money. I’ll be back next year!”



Partnership opportunities

Bike Series TITLE Partner (all events)

£40k

Bike Series Title partner receives:

20 free places at each event

Title name on all nominated events

Name featured on:

- Website
- Social media: Facebook, Instagram and Twitter
- Print material
- Visibility branding at event village and feed stations
- PR and newsletter
- Media releases
- Post event report
- Own PR initiatives
- Brand promotion opportunities on run up, on the day and after the event.

Event Title Partner (single event)

£10k per event

Title Partner receives:

20 free places

Name featured on:

- Event Title
- Website
- Social media: Facebook, Instagram and Twitter
- Print material
- Visibility branding at event village and feed stations
- PR and newsletter
- Media releases
- Post event report
- Own PR initiatives
- Brand promotion opportunities on run up, on the day and after the event.

Route Partner 25, 50 or 80 routes

£3k per route per event**

Route Partner receives:

4 free places

Name featured on:

- Website
- Social media: Facebook, Instagram and Twitter
- Visibility
- PR and newsletter
- Media release
- Post event report
- Own PR initiatives
- Brand promotion opportunities.

Single Event feature

£1.5k per event**

4 free places

Partners can associate their brand with any of the following event features:

- Timing
- Steward
- Partner Mechanics
- Vehicle Partner
- Feed Stations
- Marquee
- Medical
- Musicians
- Broom Wagon
- After Ride Bar
- Official Photographer
- Physios and Massage
- Nutrition Partner – Gels, Hydration Drinks,
- Medal/Award.

** Where products or goodwill are offered by the partner, this may offset some or all of the cost.

Get in touch

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“I take part in a number of events around the country and can honestly say this stands out as being one of my new favourites.”

Our events



* Bike Cambridge event details to be confirmed

Iconic Cycling Events is a division of Breathing Space Activities Limited, Reg. no. 5065524, Reg. office: Grenville House, 9 Boutport Street, Barnstaple, Devon, EX31 1TZ

Image credit: Bottom left sportivephoto

Working with

