















EVENT BACKGROUND

Established as one of the UK's largest and most revered grassroots multi-stage road races, the Men's & Women's Tour of Sussex will be returning with more ambitious and hard-fought racing in 2020.

The summer of 2019 hosted 2 classic Tours of Sussex. The Women's Tour kicked off over the Late May Bank Holiday, racing through the scenery of Ashdown Forest, Eastbourne and Beachy Head. The Men's Tour returned in early July. Starting with a highly spectated closed-circuit criterium race on Seaford Seafront, followed by Time Trials over Beachy Head and Ditchling Beacon before closing with Road Races in Ashdown Forest.

Followed closely locally and nationally throughout the year, the communications reach and event engagement has increased year on year from over 250k (2016) to 750k (2017), to working with CyclingHub in 2018 and 2019 which has pushed the total event footprint over 1 million for 2 consecutive years (1 million - 2018 & 2019).

For 2019/20 we have formed a partnership with the Martlets Hospice, raising awareness of their fantastic work here in Sussex and donating 20% of all new sponsorship agreements and 20% of all event merchandise sales.

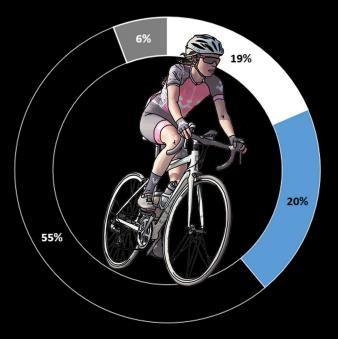


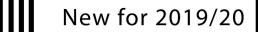
2019 Media Footprint approx. minimum

- marketing communications plan, fully integrating all event partners
- stages of cycle racing split across late May and early July 2019
- videos including live, in-race & professional production videos
- engagement rate across all
 Facebook posts (2019 FB Posts: 145K+ reach)
 - pages across both Men's and Women's race event programmes
- 309 miles of racing across East and West Sussex
- 485 official event photographs event partners benefits from full use
- 750 event programmes in circulation excl. digital downloads
- +2.3k followers across all Tour of Sussex social media channels

+52.4k website page views since updated site launch in March 2019











- Charity Partnership with Sussex based Martlets Hospice, raising awareness of their fantastic work and donating 20% of new event sponsorship agreements and 20% of all event merchandise.
 - New website launched in March 2019
 - Media Partnership with Cycling Hub agreed, covering all things Tour of Sussex via their social media. (Follower Count: 398k Facebook, 30k YouTube, 12K Instagram)
- Women's Tour of Sussex returned in 2019
 Late May Bank Holiday, plans to combine
 Men's & Women's Tour in 2020.

Previous Tour of Sussex Media Coverage

cyclinghub







































Partnership

2020 Tour of Sussex

Three Sixty Sport have established a comprehensive and exciting list of marketing opportunities at all stages of the Men's & Women's 2020 Tour of Sussex. These opportunities are exclusively available to Official Event Partners, and are detailed in the following 4 sections below.

Spotlight Partner Rights

- Event Title naming rights. - Composite logo creation.
- Points Competition naming rights and branding.
- Yellow and Points Competition leader jerseys branding.

Event Branding & Advertising Space

- Start/Finish straights reserved media space.
- Winners podium photography backdrop logo space.
- Winners trophies branding opportunities.
- Event programmes advertising space and branding.







Event Partner Opportunities

With an ever increasing media footprint and both Men's & Women's Tours scheduled in with supporting races, 2020 is the year to get involved with the Tour of Sussex. We have a host of flexible partnership opportunities available, talk to us about packaging and hospitality or if you have a specific idea in mind.

Product Partner







Communications

Integration

- Integrated Marketing Communications Plan fully accommodating event partners.
- Event website and social media logo space and unique content creation opportunities.

Further Assets

Inventory



- Image & Video Rights full access and usage allowance of official event logo, imagery and photography for marketing purposes.
- Access to event participants for content creation purposes.
- In-Race support vehicle branding opportunity.
- Event merchandising branding opportunities available.

