



PRESS RELEASE

THURSDAY 22 OCTOBER 2020

TOUR OF BRITAIN NAMED AS “ONE TO WATCH” IN 50 MOST MARKETABLE SPORTS PROPERTIES

The Tour of Britain has been named as ‘Ones to Watch’ by SportsPro, the world’s leading international media company for the sports industry, following the publication of its 50 Most Marketable Properties list.

The Tour of Britain – and sister race The Women’s Tour which was also listed – are Britain’s most prestigious men’s and women’s professional cycle races that are both organised by SweetSpot Group, were both picked out among ten additional sports properties tipped for emergence or resurgence in the coming year.

Last month, SportsPro expanded its global 50 Most Marketable platform, which is now in its 11th year, to include separate lists for athletes, brands and sports properties, including leagues, teams, governing bodies and major events from across the globe. The main 50 Most Marketable Properties list contains just one other cycling event – the Tour de France – and just seven other British sports properties.

There are title partnership opportunities available for 2021 and beyond with both The Women’s Tour and The Tour of Britain, plus The Tour Series city centre race series that is also organised by SweetSpot Group.

All three race events provide a proven platform and an extensive and diverse audience base for brands wishing to get involved in the sport, whether as a title sponsor or at other levels, including official partners or suppliers. Interested parties can get in touch with the Tour of Britain by emailing commercial@thetour.co.uk and a member of the team will get back to you with more information.

The 2021 Tour of Britain takes place from Sunday 5 to Sunday 12 September, starting from Penzance in Cornwall and finishing in Aberdeen. Devon, Warrington and Cumbria are among the venues so far announced as hosting stages of the race. More details can be found [here](#).

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