

**TOUR OF
BRITAIN**



UCI  **PRO
SERIES**

PRESS RELEASE

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SPORTSBREAKS.COM PARTNER WITH TOUR OF BRITAIN, WOMEN'S TOUR AND TOUR SERIES

Sports travel provider Sportsbreaks.com will act as the Official Hospitality Partner for Britain's leading professional cycling events, the Tour of Britain, the Women's Tour, and the Tour Series.

The five-year partnership with event organisers SweetSpot sees Sportsbreaks.com awarded exclusive rights to sell distinctive hospitality packages for all three of this year's events, and beyond.

Rob Slawson, Director of Sports Travel at Clarity Travel & Sportsbreaks.com, commented: *"We are delighted to be partnering with the Tour of Britain, the Women's Tour, and the Tour Series, and cannot wait to welcome sports fans back and join them in witnessing the must-see cycling action.*

"We know how much sports fans have been missing live sport, and even more so, the opportunity to experience unforgettable sporting experiences themselves since the onset of the lockdown. Therefore, we are hoping to create and deliver experiences that the fans won't forget."

This year's Tour of Britain will take place between 5 – 12 September, starting in Penzance and finishing in Aberdeen with visits to Exeter, Warrington and Edinburgh along the route. The Women's Tour will take place three weeks later between 4 – 9 October with a route between Oxfordshire and Suffolk that includes an individual time trial (in Atherstone, Warwickshire) for the first time. Further details of the Tour Series events in August will be announced in due course.

The new partnership with Sportsbreaks.com was brokered by specialist sports rights and marketing agency Sport Collective GV6, who have been working with SweetSpot to identify new commercial partners for Britain's leading cycling events.

Betty Moseley, Strategic Partnerships Manager at SweetSpot, said: *"We are excited to partner with Sportsbreaks.com as their expertise in the hospitality sector is unrivalled. We want to make access to our hospitality packages as simple as possible and using the*

Sportsbreaks.com platform allows us to do just that. Together with Sportsbreaks.com we will continue to put fans at the heart of the action at every race start and finish.”

In the coming weeks SweetSpot will announce more details of additional VIP experiences at the Tour of Britain and Women’s Tour, aimed at giving guests an insight into the Tours and once-in-a-lifetime experiences as a part of the development of bespoke travel and hospitality packages for the cycling market.

A range of other sponsorship and partnership opportunities are available across both the Tour of Britain and Women’s Tour in 2021 for brands looking to be associated with Britain’s biggest professional cycling events. Opportunities exist from regional packages to support individual stages through to the title sponsorship of both races.

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