

TOUR OF  
BRITAIN



UCI  PRO  
SERIES

## PRESS RELEASE

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# TOUR OF BRITAIN AND WOMEN'S TOUR EXTEND TELEGRAPH MEDIA GROUP PARTNERSHIP

The Tour of Britain and the Women's Tour, the UK's leading professional cycling races, have extended their partnership with Telegraph Media Group for 2021 as both events get set to return to the calendar.

The partnership will see Telegraph Media Group continuing as the Official News Brand of the Tour of Britain and the Women's Tour for an eleventh year in what has become one of cycling's longest-running sponsorships.

In addition to providing unrivalled coverage of both races in 2021, Telegraph Media Group will work with race organisers SweetSpot and commercial partners of the event to expand the reach and awareness of both events, and to provide integrated advertising and sponsorship solutions.

The extension will also see both parties working to engage their respective audiences through competitions and special offers.

Jo Morrell, Chief Publishing Officer at Telegraph Media Group, said: *"The Telegraph has always had a very keen and knowledgeable cycling audience and we are delighted to continue our relationship with the Tour of Britain and Women's Tour in 2021."*

*"We are proud that we continue to lead the way with our cycling coverage and this partnership further reflects our standing in the cycling community."*

Commenting on the renewed partnership, Hugh Roberts, Chief Executive of event organisers SweetSpot Group said; *"The Telegraph is synonymous with quality reportage and writing on the sport of cycling, and their support for the Tour of Britain and, in particular, the Women's Tour since its inception has been second to none."*

*"We look forward to building on and developing our relationship in 2021 and beyond to continue to improve our core offering to both our current partners and future title sponsors of both events."*

This year's Tour of Britain (Sunday 5 – Sunday 12 September) will take over 100 of the world's best riders from Cornwall to Aberdeen. Both Wales and Scotland will host two stages of the event, while seven of the 12 start and finish venues announced to date – Penzance, Bodmin, Sherford, Warrington, Hawick, Stonehaven and Aberdeen – are new to the event.

Rescheduled for October owing to the COVID-19 pandemic, the seventh edition of the Women's Tour will feature the race's first-ever individual time trial, to be held in Atherstone, Warwickshire. The race, which forms a part of the prestigious UCI Women's WorldTour, will also visit Oxfordshire and Walsall, before concluding in Felixstowe, Suffolk after two stages in the East of England.

Alongside British Cycling, both of this year's races will also honour and celebrate the often unnoticed and underappreciated work of key workers and community champions since March 2020 at each stage start and finish venue through the Ride for Heroes.

With cycling enjoying a boom in the UK, and hundreds of thousands of new and returning cyclists taking to two wheels, there are a range sponsorship opportunities with the Tour of Britain for brands looking to be associated with the UK's biggest professional cycling event. Opportunities exist from title sponsorship of the event on a national level to regional level positions supporting individual stages. Visit **[sweetspotgroup.co.uk/sponsorship-opportunities](https://sweetspotgroup.co.uk/sponsorship-opportunities)** for more information.

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