

# TOUR DE TROWBRIDGE 2026

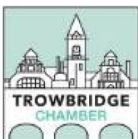
SUNDAY 31 MAY



## SPONSORSHIP PACK

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WILTSHIRE  
EST. FARM 1991  
FOODS



*Iconic  
Cycling  
Events*

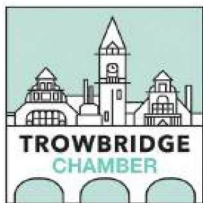


# TOUR DE TROWBRIDGE 2026

## SPONSORSHIP OPPORTUNITIES

Join us in creating Wiltshire's premier community cycling event, organised by the **Trowbridge Chamber** in partnership with **Trowbridge Town Council** and **Iconic Cycling Events**.

This exciting new multi-participatory event offers an excellent opportunity to support active lifestyles, showcase your brand, engage your team and customers, and make a lasting impact in our community.



# Mark Your Calendars for an Unforgettable Day

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## WHEN & WHERE

**Event Date:** Sunday, 31st May 2026

**Start/Finish:** Trowbridge Park

**Event Times:** 07:30 - 16:00

Our picturesque routes showcase the best of Trowbridge and the surrounding Wiltshire countryside, offering participants a memorable cycling experience whilst bringing the community together for a fun day of sport, celebration, and local pride.

Trowbridge Park will serve as the vibrant hub for registration, the start and finish line, and event festivities. The park provides an ideal setting for families, supporters, sponsors and participants to gather throughout the day.



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# Which Route Will You Choose?

Cyclists have a choice of 3 main routes to suit all abilities, which start and finish in Trowbridge Town Park and head into the beautiful Wiltshire countryside. The event will see friends and family cheer off groups of riders at the start of the day and riders enjoy the camaraderie of riding alongside hundreds of like-minded individuals, before returning jubilantly to the finish line with a huge sense of achievement. There will also be a shorter five-mile route suitable for families with younger children.

## 25 MILES



## 46 MILES



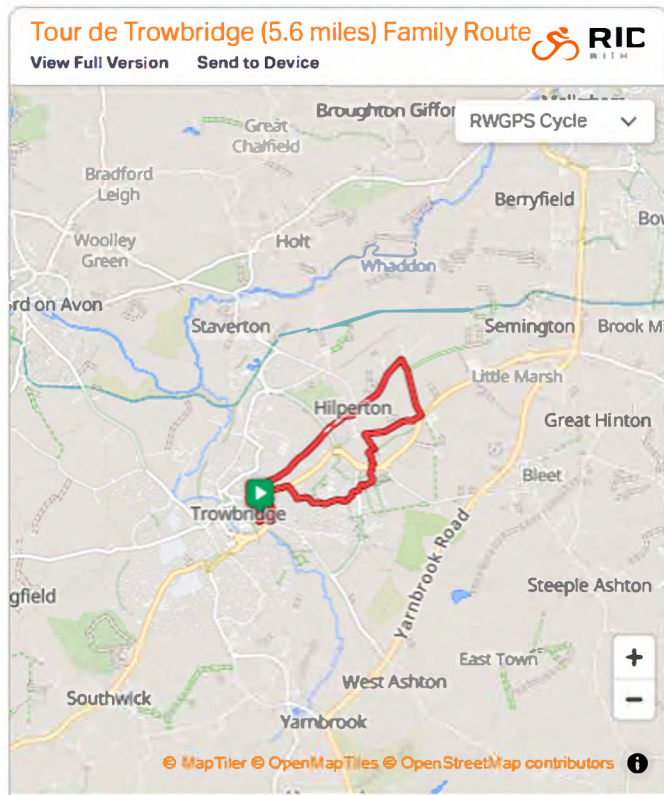
## 79 MILES



- A choice of three fully marked routes and a shorter five-mile route for younger cyclists
- Route map and GPS files
- Feed stations on the long and medium routes
- On-course first aid and mechanical support
- A medal at the end of your ride

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# 5.6 mile route for less experienced riders and families with younger children



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- Route map and GPS files
- Feed stations on the long and medium routes
- On-course first aid and mechanical support
- A medal at the end of your ride

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# Our 2026 Charity Partners

Our lead charity partners for the inaugural **Tour de Trowbridge** event are **Wiltshire & Bath Air Ambulance**, **St John Ambulance** and the **Mayor of Trowbridge's Charity Appeal**.

All event profits will be donated to charity.



**Wiltshire & Bath Air Ambulance** provides vital critical medical care by land and air across Wiltshire and Bath. In effect, it provides the same level of critical care as a hospital, but brings the expert team and specialist equipment to people in need, as fast as humanly possible.



**St John Ambulance** is England's leading first aid charity, providing health and safety training, first aid supplies, youth programs, and first aid and ambulance services at events. They also support the NHS and aim to empower everyone with first aid skills for health emergencies, funded through training, supplies, and donations.



**Mayor's Charity Appeal.** The new Mayor of Trowbridge will be elected in early May and will announce their charity or charities of the year shortly after. Details of the Mayor's charities will be updated on the event website nearer the time.




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# TOUR DE TROWBRIDGE 2026

## Sponsorship Opportunities

The **Tour de Trowbridge** offers a unique opportunity to sponsor and promote your brand at an exciting new community sporting event for Trowbridge, the County Town of Wiltshire. The event offers businesses of all sizes the chance to participate and showcase your brand. Sponsors can engage with event attendees and participants, share promotional materials and network with potential clients, all enhancing your visibility and impact.

Title, Route and Category sponsorship packages include complimentary event entries, which can be used to encourage colleague participation in support of health and mental well-being or offered to clients for valuable networking opportunities.

Sponsorship Opportunities	Investment Value	Availability
Title Sponsor	£5,000	
Route Sponsors	£2,500	4
Category Sponsors	£1,000	8
Official Photographer Partner	£750	1
Community Partners	£400	5
Supporter Sponsors	£200	5



# Route Sponsorship: £2,500 Leading The Way!

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## The 25-Mile Challenge - £2,500

Perfect for recreational cyclists and families looking for an achievable yet rewarding ride through Wiltshire's scenic lanes.

## The 46-Mile Classic - £2,500

A balanced route offering variety and moderate challenge for regular cyclists seeking a satisfying day out.

## The 79-Mile Sportive - £2,500

The ultimate test for experienced riders, showcasing the best of our countryside with challenging climbs and stunning vistas.

### Each Route Sponsor Receives:



- Naming rights for your chosen distance.
- 10 free rider places for your sponsored route.
- Prominent signage at start and finish points.
- Logo placement on route maps and mile markers.
- Recognition in all event marketing.

Your £2,500 investment ensures every cyclist experiences your brand throughout their journey.



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# Category Sponsorship: £1,000

## Support What Matters!

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### ☆ CATEGORY EXCELLENCE

Category Sponsors invest to align your brand with a specific aspect of the event that resonates with your values:



#### **Safety & First Aid - £1,000**

Sponsor the medical support team and safety marshals ensuring every participant's wellbeing throughout the event.



#### **Feed Stations - £1,000**

Provide energy and hydration to cyclists at strategically placed refreshment points along each route.



#### **Sustainability Initiative - £1,000**

Lead our commitment to environmental responsibility with reusable water stations, recycling programmes, and ecofriendly practices.



#### **Family Fun Zone - £1,000**

Range of opportunities to sponsor smoothie-making bikes and other family-friendly activities.

#### Each Category Sponsor Receives:



- Logo appears on all related signage and digital communications.
- Recognition on website, press releases, event programme and social media highlighting your contribution to your category's success and news stories, plus banner placement in community activity zones.
- 2 free rider places for your chosen route.



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# Community Partners & Supporters: £400 / £200

## Local Support, Big Impact!

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### Community Partners - £400

Five opportunities available



- **Logo** on event website and programme.
- **Social media** recognition throughout campaign.
- **Banner** placement in community activity zones.
- **Recognition** as supporter of grassroots cycling.
- **Certificate** of appreciation.

### Supporter Sponsors - £200

Five opportunities available



- **Recognition** on event website.
- **Social media** mentions.
- **Recognition** in event programme.

These accessible tiers allow smaller businesses and organisations to participate in this landmark community event. Your support helps make the **Tour de Trowbridge** accessible to all, whilst demonstrating your commitment to active lifestyles and community wellness. Every contribution, regardless of size, plays a vital role in the event's success.



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# Official Photographer Partner: £750 Capture Every Moment!

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## SPECIAL PARTNERSHIP

As our **Official Photography Partner**, you'll document the entire event from registration through to the awards ceremony. This unique sponsorship opportunity is perfect for photography businesses, creative agencies, or brands wanting exceptional visual content.



### PHOTOGRAPHER BENEFITS

- Opportunity to sell images to event participants
- Logo and website link on photo galleries and digital platforms.
- Credit on event social media images.
- Access to event areas for optimal shots.
- Recognition in post-event communications.
- Portfolio-building opportunity with hundreds of participants.

Your professional coverage will create lasting memories for participants whilst generating valuable content for future event promotion and your own business showcase.



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# Join Us in Making History

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Your sponsorship investment supports an initiative that will bring together thousands of people, from participants to businesses, families, and supporters, whilst showcasing Trowbridge as a vibrant, active community.

**Tour de Trowbridge 2026** represents more than just a cycling event - it's a celebration of community spirit, healthy living, and local pride.



## Build Community Connections

Align your brand with positive values and community wellness



## Amplify Your Visibility

Extensive marketing campaign reaches thousands locally and regionally



## Achieve Business Goals

Generate leads, enhance reputation, and demonstrate corporate responsibility

## Ready to Get Involved?

Contact the **Trowbridge Chamber** today to secure your preferred sponsorship tier. Opportunities are limited and will be allocated on a first-come, first-served basis. We look forward to working together to create an unforgettable event that showcases the very best of best of Trowbridge, County Town of Wiltshire.

### SPONSORSHIP

For further sponsorship details, please email Megan Witty at: [cycle@trowbridgechamber.com](mailto:cycle@trowbridgechamber.com)

### CYCLING REGISTRATION

For cycling event registration, please see: [www.iconiccyclingevents.co.uk/tourdetrowbridge](http://www.iconiccyclingevents.co.uk/tourdetrowbridge)



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