



THE DRINKS TRUST

HARVEST TOUR

IN PARTNERSHIP WITH

VinLog

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**SPONSORSHIP
OPPORTUNITIES**

The Drinks Trust and The Wine Trade Sports Club Foundation are pleased to present for its second year The Harvest Tour, a dedicated industry three-day cycling tour. The bike ride will take place from Friday 27th September to Sunday 29th September, with the aim of raising valuable funds for The Drinks Trust, the drinks and hospitality industry charity.

This year, the peloton will embark on a journey starting from Bristol to London for an average of 120 to 140km per day. Our brave riders will pay visit to drinks and hospitality businesses across the route. Visiting drinks and hospitality businesses along the way not only creates a unique and memorable experience for the riders but also provides an opportunity to celebrate and showcase the fantastic industry that supports the event.

It's a great way to connect with local businesses, share stories, and appreciate the contributions of those involved.

We are offering companies and brands the opportunities to support The Harvest Tour through sponsorship or equipment for the riders.

HEADLINE SPONSORSHIP

(maximum 1 brand)

**SOLD
OUT**

A unique opportunity to be named **Headline Sponsor of The Harvest Tour**, with your brand positioned as “The Harvest Tour, in association with **COMPANY BRAND**” in all promotion of The Harvest Tour



Opportunity includes:

- The company's logo will appear on all event literature mentioning "The Harvest Tour in association with xxx"
- The sponsor will be mentioned as Headline Sponsor in the press releases relating to The Harvest Tour The Headline Sponsor will be given the opportunity to place their brands on the supporting vehicles during the event, with great photographic opportunities to showcase the brand
- The Headline Sponsor branding will be included in the jerseys provided to each of the riders
- The sponsor will be mentioned on social media posts relating to The Harvest Tour, where relevant
- The company's logo will appear on The Harvest Tour page of the Drinks Trust website and pie event

BRAND SPONSOR - £5,000

Opportunity includes:

- The sponsor will be mentioned as Brand Sponsor in the press releases relating to The Harvest Tour
- The sponsor will be mentioned on social media posts relating to The Harvest Tour, where relevant
- The company's logo will appear on The Harvest Tour page of the Drinks Trust website and Just Pedal
- The Brand Sponsor will be given the opportunity to display their branding by placing banners during photo-shoot sessions for the media

OTHER SPONSORSHIP OPPORTUNITIES

HOST OUR RIDERS

You could choose to support us in any number of smaller ways, by hosting in your company / vineyard / brewery / distillery / etc providing lunch or dinner for the riders. Your brand will be acknowledged in the website page of the bike ride.

Opportunity includes:

- The sponsor will be mentioned as Brand Sponsor in the official communications relating to The Harvest Tour
- The sponsor will be mentioned on social media posts relating to The Harvest Tour, where relevant
- The company's logo will appear on The Harvest Tour page of the Drinks Trust website and Just Pedal
- The Sponsor will be given the opportunity to display their branding by placing banners during photoshoot sessions for the media

SPONSOR ONE OF THE 2 OVERNIGHT STAY FOR THE RIDERS

You could choose to support the bike ride by sponsoring one of the two overnight stay for the riders. You will be able to showcase your brand by placing branded banners in the dining room and/or gift bags in the riders' rooms. Your brand will be acknowledged in the website page of the bike ride.

Opportunity includes:

- The sponsor will be mentioned as Brand Sponsor in the official communications relating to The Harvest Tour
- The sponsor will be mentioned on social media posts relating to The Harvest Tour, where relevant
- The company's logo will appear on The Harvest Tour page of the Drinks Trust website and Just Pedal
- The Sponsor will be given the opportunity to display their branding by placing banners during photoshoot sessions for the media

LOGO ON JERSEY - £1,000 max 10

Alternatively, we will be offering the opportunity to place your logo on the riders' jerseys, alongside the Main Sponsor's and the Brand Sponsors.

The Wine Trade Sports Club and The Drinks Trust are looking to hear from companies and businesses interested in supporting The Harvest Tour on a first come first serve basis.

To discuss partnership opportunities, please email Nicky Burston at nicky@drinkstrust.org.uk