



London City Grand Prix 2024



Sponsorship and Hospitality Packages

What is London City Grand Prix ?

London City Grand Prix are a round of a seven leg nationwide series of British Cycling circuit races held in town centres throughout the country.

Through a series of hour long, fast and frenetic races, the events deliver excitement, spills and thrills all on a summers evening within the Square Mile

Whilst the headline races of the event showcase this country's best cyclists our races also give a stage for the countries best youth and junior riders to shine upon.



Package Includes	Cost (£)	Guests Dinner & VIP	Gantry Logo	Backdrop Logo	Barrier Banners	Website	Social Media promotion	MC presentation on the day	Winners ceremony
*Costs for single race									
Event Presentation Sponsor	15000	10	✓	✓	✓	✓	✓	✓	✓
Mens National Circuit Series Races	7500	8	✓	✓	✓	✓	✓	✓	✓
Womens National Circuit Series Races	7500	8	✓	✓	✓	✓	✓	✓	✓
Regional Support Race	5000	6		✓	✓	✓	✓	✓	✓
3 x Youth Races	2500	4		✓	✓	✓	✓	✓	✓
The Sponsors Race	1500	2			✓	✓	✓	✓	
The Community Ride	1000	2			✓	✓	✓	✓	
Preferred Corners Banner (2.2m each)	250	Click here for details			✓	✓	✓		
General Banner (2.2m each)	200				✓	✓	✓		
Additional VIP Tickets	200	1	TBC						

Guests Dinner & VIP	Gantry Logo	Backdrop Logo	Barrier Banners	Website	Social Media promotion	MC presentation on the day	Winners ceremony
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Guest Dinner will include a champagne reception with canapés followed by a two course meal as well as a guest panel q&a with notable cyclists talking about their journeys through the sport. Guests will then transfer to the reserved VIP areas on the circuit, where you will receive drinks and refreshment throughout the night.

Gantry logos are presented both side on the high level structure above the finishing line, the most prominent advertising you can have within the event



Continual roll advertising banners give length of exposure throughout the circuit, the more you buy the greater the impact



The backdrop logos are upon the podium truck and are the enduring images from all events. This will be tiered based on the level of sponsorship pack purchase



Guests Dinner & VIP	Gantry Logo	Backdrop Logo	Barrier Banners	Website	Social Media promotion	MC presentation on the day	Winners ceremony
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We are very proud of the way we present your brands on our social media platforms, whether that www.beverlygrandprix.com or our Facebook, Twitter or Instagram feeds we never let you down and signpost our audience to your business, growing together.

#beverleycrit



We are thrilled to work yet again with Full Speed Events Matt Payne, a professional and renowned live commentator, used at multiple world championships and throughout the national calendar particularly at National Circuit Series events where his energy and insight drives audience no matter the situation.

Matt projects your brands all night long to the audience at each event. Matt has genuinely helped

#inspirethenextgeneration

What potential exposure does this event give you ?

www.newarktowncentreraces.com (2022)

**Streetside audience –
up to 3000 people**

4.5 hours of brand exposure via
Youtube Live Streamed Broadcast



Newark Town Centre Races 2022
2.3K views • Streamed 8 months ago

Velo29 Events

Join us for a full schedule of racing LIVE from Newark! -
5.00pm - Under 12s racing for 15 Minutes - 5.30pm - Under 1...



100,000 + subscribers
to various forums



145,000 members



50-100k twitter
impressions likely on
@BeverleyCrit account



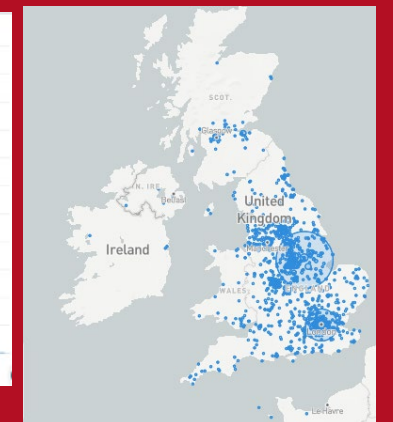
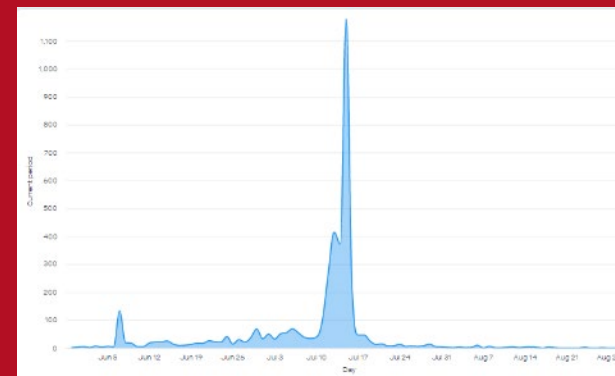
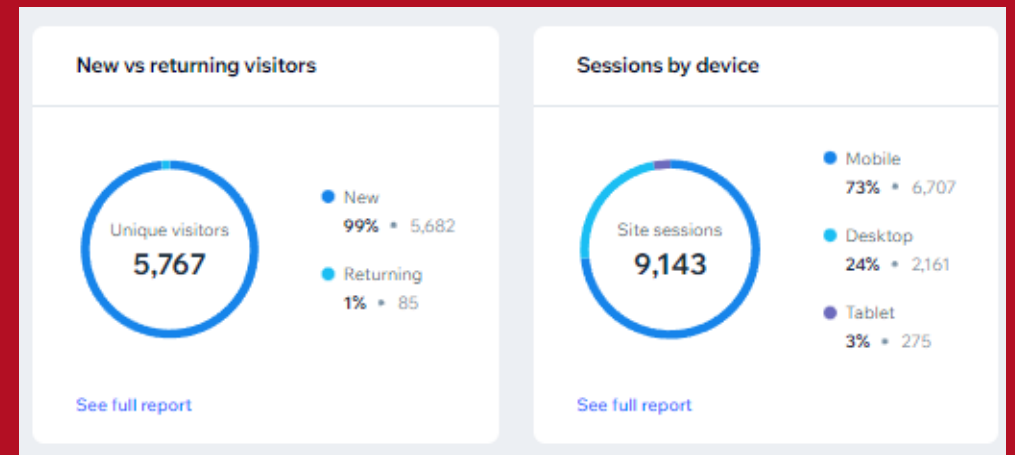
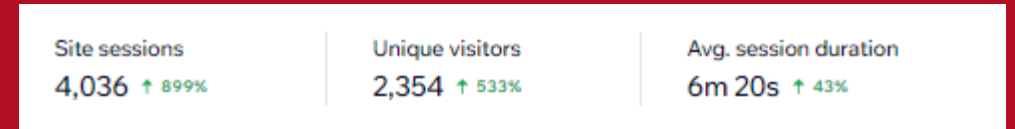
30k views on Facebook
event page.
1000 engagements
within posts
Combined Facebook
post reach of 98k



350 Instagram posts in
2022 reaching over
1m people



4000 website hits
2300 unique views
50,000 media hits via
cycling press



www.generationprocyclingevents.com

Who we are

Generation Pro Cycle Events (13191538) work with local authorities to build and deliver an end to end national quality British Cycling events package.

From business case forming, support to the political timeline processes, alignment with borough cycling strategies, commercial sourcing, legal agreements, supplier management; risk management, entrant and volunteer management, to experience building and sponsorship delivery



ETHOS

Generation Pro work under the strap line of "Inspire The Next Generation", using cycle sport events as a means to inspire young cyclists to enjoy the scale and sensory aspects of a national level event like ours, to take on that inspiration and have a lifestyle built around healthy living. There are no ends to the benefits of this, whether future mental or physical health, this lowers the impact of our society in future years.

INSPIRATION

Generation Pro work uses a national circuit series event formats to bring size, structure, prestige, and coverage to your town and city. Using this as the foundation to showcase the countries best cyclists, delivering inspiration to the next generation.

These thrilling races bring footfall, economic boosts and align fully with your town or cities cultural and civic calendars.

#INSPIRETHENEXTGENERATION

For further details, contact

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Director

Generation Pro Cycling Events Limited

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Appendix 1

2023 Engagement Report

10th July – 1st August 2023





NEWARK TOWN
CENTRE RACES

High level Exposure



Site sessions – 8045
Unique visitors – 5148



Engagement– 1002
Impressions – 14,056



Reach– 801
Impressions –5560



5hrs 5mins total coverage and branding exposure
738 subscribers
5,000 + views
Coverage for all competitive age groups 10 years +
Total Coverage 25,000 viewing hours



Reach – 2,264
Impressions – 31,539
Interactions – 1,368

Total combined media footprint - 64,200



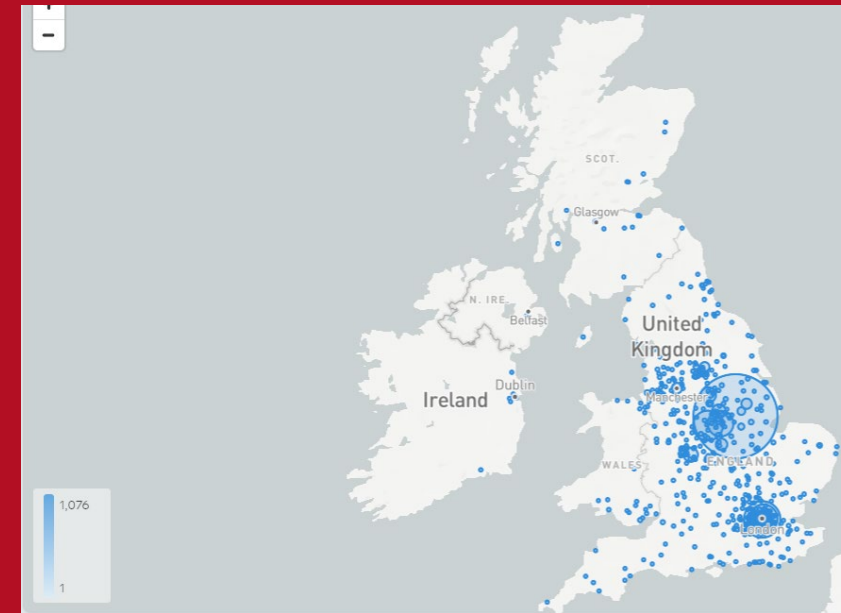
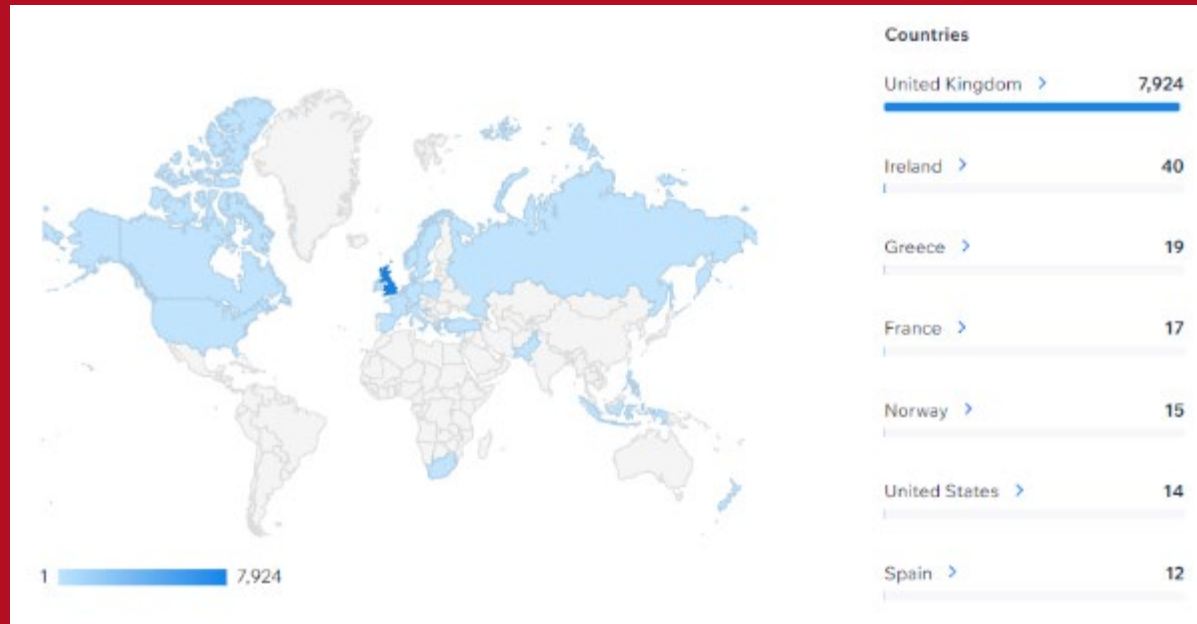
NEWARK TOWN CENTRE RACES

Website Exposure - 2023

Source : www.newarktowncentreraces.com



Site sessions – 8045
Unique visitors – 5148



Country	Region	City	Page views	Site sessions	Unique visitors
United Kingdom	NTT	Newark on Trent	1,711	1,368	1,079
United Kingdom	Unknown	Unknown	742	583	442
United Kingdom	NGM	Nottingham	631	456	333
United Kingdom	DER	Derby	550	449	357
United Kingdom	ENG	London	540	419	346
United Kingdom	SHF	Sheffield	343	247	199
United Kingdom	LIN	Lincoln	319	235	154
United Kingdom	BIR	Birmingham	271	203	150
United Kingdom	NTT	Mansfield	259	198	145
United Kingdom	MAN	Manchester	233	157	110
United Kingdom	LCE	Leicester	203	151	113
United Kingdom	LDS	Leeds	189	133	85
United Kingdom	KEC	Kensington	111	85	73
United Kingdom	LEC	Loughborough	109	80	43
United Kingdom	LEW	Blackheath	106	76	57
United Kingdom	HCK	Hackney	104	80	60
United Kingdom	ISL	Islington	90	67	58
United Kingdom	LIN	Grantham	80	62	40
United Kingdom	DBY	Chesterfield	77	61	53
United Kingdom	BRD	Bradford	60	43	28
United Kingdom	STE	Stoke-on-Trent	58	34	21
United Kingdom	WSM	City of Westminster	58	34	30
United Kingdom	KHL	Hull	58	25	7
United Kingdom	LIV	Liverpool	57	39	31



NEWARK TOWN CENTRE RACES

Social Media Exposure - 2023

Source : <https://www.facebook.com/groups/656888398425034>



Reach- 801
Impressions -5560



Top countries

United Kingdom	789
United States	5
Nigeria	3
Bangladesh	2
Pakistan	2
Switzerland	1
India	1
Lithuania	1
Ireland	1
Netherlands	1

See Less

Top towns/cities

Newark	144
Mansfield	27
Sheffield	25
Lincoln	22
Grantham	22
Nottingham	16
Leeds	14
Bamsley	13
Bradford	10
Grimsby	10

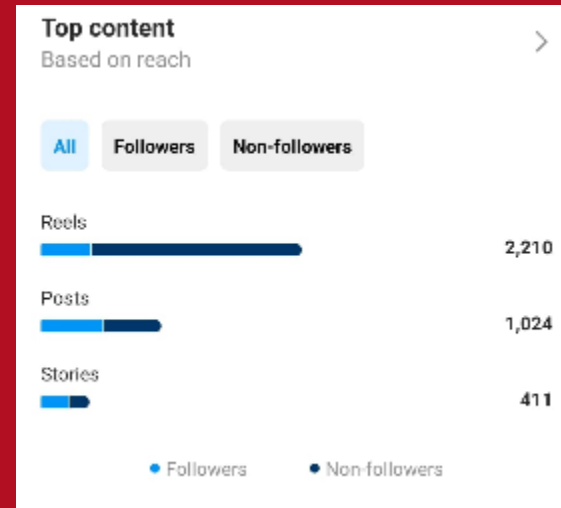
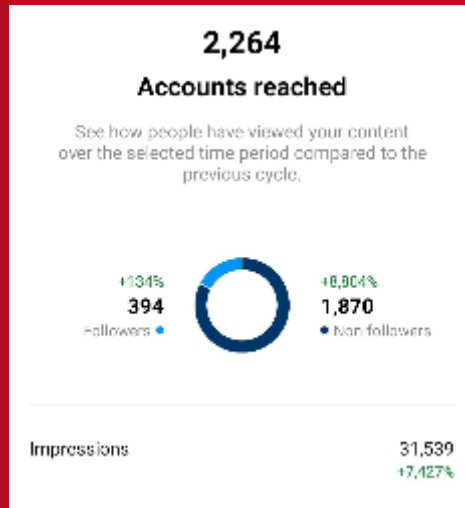
See Less

Social Media Exposure - 2023

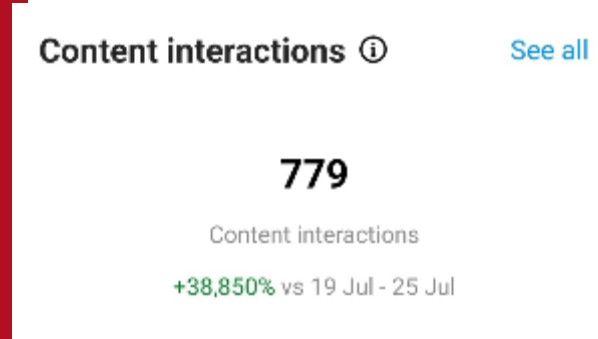
Source : <https://www.instagram.com/newarkcrit/?hl=en-gb>



Reach – 2,264
Impressions – 31,539
Interactions – 1,368



Profile activity ⓘ	1,081
vs 19 Jul - 25 Jul	+2,019%
Profile visits	1,013 +2,311%
External link taps	68 +655%
Reels interactions	589
vs 19 Jul - 25 Jul	-
Likes	551
Comments	10
Saves	6
Shares	22

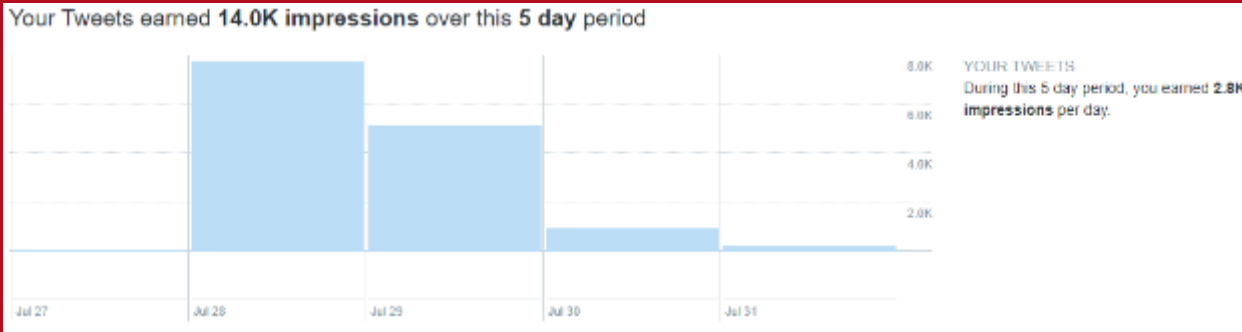


Social Media Exposure - 2023

Source : <https://twitter.com/newarkcrit>



Engagement – 1002
Impressions – 14,056



Date	Impressions	Engagements	Retweets	Replies	Likes	User Profile Clicks	Url Clicks	Hashtag Clicks	Detail Expands	Media Views	Media Engagements
28/07/2023	7715	565	11	1	91	38	6	9	45	1784	354
29/07/2023	5159	370	2	0	37	11	1	5	23	1476	289
30/07/2023	926	54	3	0	7	2	2	1	3	199	35
31/07/2023	213	11	0	0	1	0	0	0	4	70	6
01/08/2023	43	2	0	0	0	0	0	0	1	8	1

Social Media Exposure - 2023

Source : <https://www.youtube.com/watch?v=mjEya8SXELY>



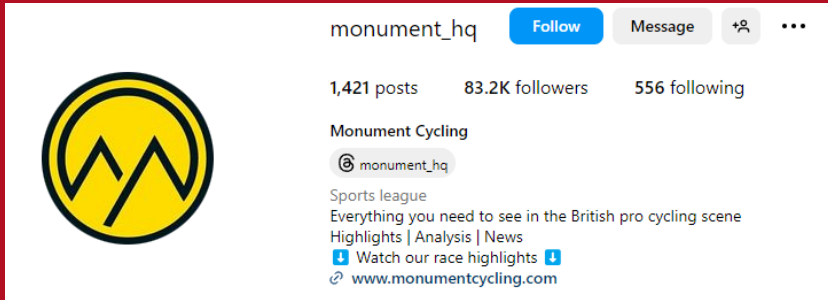
5hrs 5mins total coverage and branding exposure
738 subscribers
5,000 + views
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The banner features the following elements:

- Top right: **BRITISH CYCLING NATIONAL CIRCUIT SERIES ROAD** logo.
- Left side: **NEWARK TOWN CENTRE RACES** logo with a crown and three cyclists.
- Center: A photograph of cyclists racing on a street in Newark, with a church tower in the background.
- Bottom center: **Live coverage from 5.00pm** text.
- Bottom left: Logos for **NEWARK & SHERWOOD DISTRICT COUNCIL** and **SCHWALBE**.
- Bottom middle: **BRITISH CYCLING WEST MIDLANDS** logo.
- Bottom right: **GENERATION** and **Velo29 livestream** logos.

Other notable sources



monument_hq Follow Message +A ...

1,421 posts 83.2K followers 556 following

Monument Cycling

monument_hq

Sports league
Everything you need to see in the British pro cycling scene
Highlights | Analysis | News
[Watch our race highlights](#)
www.monumentcycling.com



britishcycling Follow Message +A ...

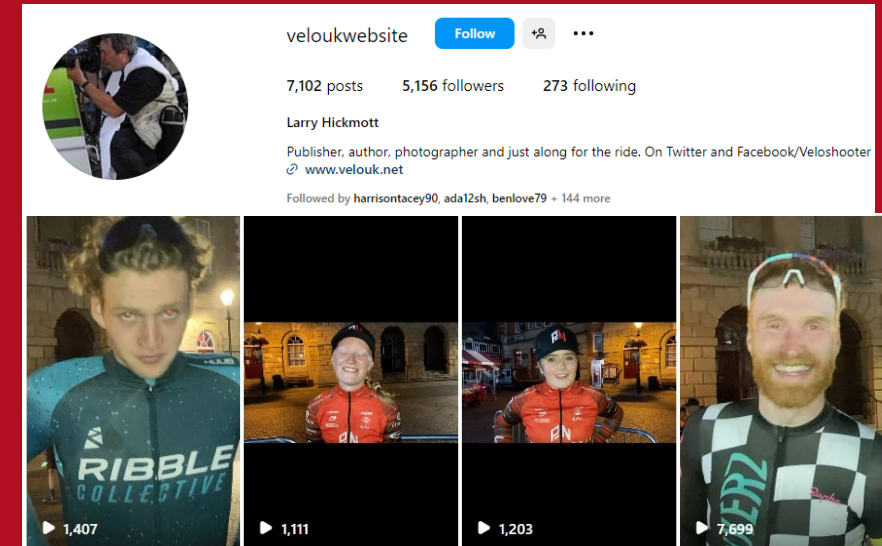
3,767 posts 124K followers 604 following

British Cycling

britishcycling

Leading our sport, inspiring our communities.
Join us for the ride to #Paris2024! 🇬🇧
#OurRide #EveryoneWins
bit.ly/3LoLlwp + 4

Followed by harrisonsacey90, simon_hall_1620, benlove79 + 293 more



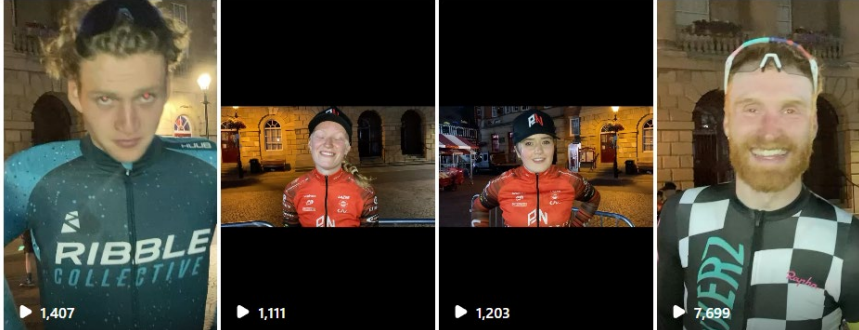
veloukwebsite Follow +A ...

7,102 posts 5,156 followers 273 following

Larry Hickmott

Publisher, author, photographer and just along for the ride. On Twitter and Facebook/Veloshooter
www.velouk.net

Followed by harrisonsacey90, ada12sh, benlove79 + 144 more



A grid of four cyclist portraits. The first portrait shows a cyclist in a dark blue "RIBBLE COLLECTIVE" jersey with 1,407 views. The second portrait shows a cyclist in a red jersey with 1,111 views. The third portrait shows a cyclist in a red jersey with 1,203 views. The fourth portrait shows a cyclist in a black and white checkered jersey with 7,699 views.

