

RAPTÖR

Partnership proposal

THE INSURANCE INDUSTRY BIKE RIDE

9 - 13 JULY 2025

Battlefields and Classics

Supported by

KI





RAPTÖR

London to Roubaix

Raptör is the premier multi-day networking ride catering to the Insurance industry. With a track record of successful events since 2021, this fantastic ride has a great reputation among its partners and participants, with a large percentage of repeat riders each year.

The proposed event route this year mixes a traditional battlefield tour with roads familiar to fans of the Spring Classics including Flanders and Roubaix.

This mix of interest points provides a different tour route to usual and gives different points of focus throughout the trip. The next few pages will set out a more detailed itinerary for the trip.



DAY 1

Down to Dover

Starting on the edge of London the ride will head down to Dover. The first days riding takes riders through Kent along some lovely lanes before the climbs up and into Dover.

Rather than making an evening ferry crossing to France we will be staying in Dover on night 1. This allows for a more relaxed first day and takes the pressure off slower riders making the ferry in time. It also opens up the option for single UK day riders to join the event on day 1.

We will be staying in the 4* Dover Marina Hotel & Spa.



DAY 2

Dunkirk to Ypres

We will be getting an early morning ferry from Dover over to Dunkirk. Riders will have breakfast on the ferry and can listen to our Battlefield historian talk through the evacuation of Dunkirk.

Once in Dunkirk, Day 2 offers an easy ride to the Menin Gate in Ypres, taking in canals and quiet lanes. The ride passes through numerous WWII landmarks and battlefields. Several cemeteries are included in the route allowing riders time for reflection and contemplation.

The day ends in Ypres home of the Menin gate. This year we have booked an evening meal after the ceremony allowing riders plenty of time to shower, change and refresh before going to the Menin Gate at 8pm to hear buglers of the Last Post Association sound the Last Post. The evening meal is in a fantastic local restaurant minutes from The Gate.

Accommodation is provided in the 4* Novotel Ieper Hotel.



DAY 3

Ypres to Ghent

The route leaves Ypres and takes in the spectacular Tyne Cott Cemetery in the morning. The route then heads north up to the picturesque Belgium city of Bruges before taking riders to Ghent. The route takes in a number of further battlefields on the way to Ghent.

A mixture of quiet roads and cobbled streets punctuate the day, riders are given the opportunity to enjoy Ghent city centre before arrival at the hotel.

Accommodation is provided at the 4* Ghent Van Der Valk Hotel.



DAY 4

Ghent to Roubaix

The final days riding sees riders finish at the Iconic Roubaix Velodrome for a celebratory lap of the track just like the pros on Paris-Roubaix.

Paris-Roubaix or 'Hell of the North' as it is affectionately known is one of the most iconic and historic cycling races and is responsible for some of the most memorable moments and images in professional cycling. Riding on the velodrome will be a real highlight to any keen cyclists in the group but also a unique and different experience for all riders.

Along the way riders also tackle 2 legendary climbs from the Tour of Flanders the Muur de Geraardsbergen and the Oude Kwaremont.

At the finish there is also the option to use the famous Roubaix showers before a coach ride to the 5* Lille Barriere Casino.



DAY 5

Post event

On the Sunday riders will make their way back to the UK direct by Coach.

The coach will return them to the start venue in Kent where they will be able to collect their bikes and make their way home.



WHAT'S INCLUDED

- expertly guided route
- breakfast in hotels
- snack and fluid stops
- great lunch stops
- medical staff support vehicles
- baggage transport
- talented bike mechanics available
- maps and GPX files available
- training support and advice
- celebration 3 course gala dinner
- accommodation - 4* twin share (single supplement available)
- bespoke Raptör jersey



GUIDED RIDE

Our approach

We will be keeping the guided ride format but will increase our ratio of guides to riders to help reduce group sizes.

All of the guides we use are experienced cyclists who are excellent at encouraging and motivating participants.

Where possible we will continue to use the same guides who have worked on the Raptor rides previously especially as they have great relationships with many of the riders.



SUPPORT TEAM

Fully supported

From luggage transfers, medics, mechanics, motos and feed station teams control the event is fully supported.

We have a roaming mechanic and medic who follow the ride ensuring that both bikes and riders are looked after. New this year we will be adding in roaming Moto marshals as another layer of support for riders.

Our feed stations are manned by the WMP team. For 2025 we will use a combination of restaurants, cafes and our own stops to ensure that the best feed station solution for each day is used.

All of the participants luggage is transported by our hotel team who ensure that bags are waiting inside participants rooms on arrival.



SUPPORT SPONSOR

Sponsor package - £9,000

- name in support of the event
- six rider places for your customers clients and staff (with a fundraising target each of £2,400)
- logo inclusion on all promotional materials
- prominent logo placement on ride jersey
- prominent logo placement on ride webpage
- package of social media posts for 6 months
- inclusion in press and pr as key sponsor
- inclusion on rider pre-event communication
- verbal credits throughout event
- opportunity to speak / play video at gala dinner
- networking opportunities
- venue branding
- feed stop branding
- **table of 10 at The Champions of CycleSport Dinner**



PARTNERSHIP BENEFITS

We will agree with each sponsor that they can own certain elements of the event, to be agreed on an individual basis, including:

- start line
- jersey
- feed stops
- finish line
- reception drinks
- gala dinner



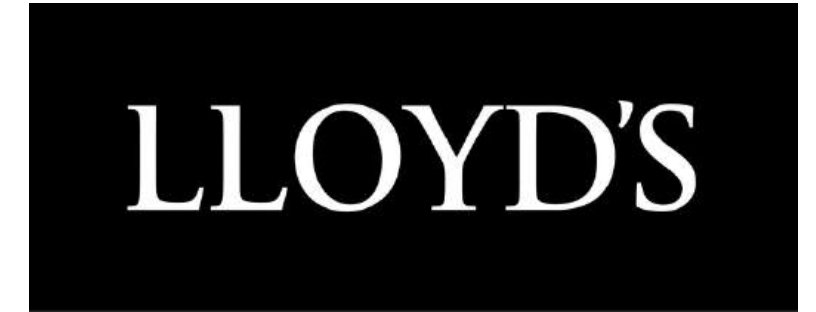
COMPANIES

We would like to thank KI & BRIT for being founding partners for this event, and the other companies who are entering riders.

Each year we aim to have between 60-70 riders of all abilities take part in this unique event, which raised £1million since its inception, to help fund action medical research's vital work.

The majority of riders hold senior positions in their respective businesses.

The ride culture is very much about networking and making the most of the chance to ride abroad, enjoying coffee stops whilst having a full support team looking after you.



ACTION MEDICAL RESEARCH

- We have been saving and changing children's lives since 1952
- We are funding over 55 projects in hospitals, specialist units and universities across the UK
- We are fighting back against rare diseases that devastate families
- We are improving lives for children living with disability and disabling conditions
- We are tackling head-on the high rate of premature birth that threatens to take babies lives before they've even begun



CONTACT US

To chat about becoming a Raptör partner and supporting Action Medical Research please contact:

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