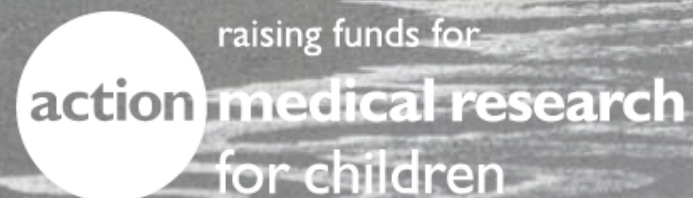


Möntare

THE PRIVATE
CLIENT AND
PRIVATE
BUSINESS
SECTOR TOUR

LONDON TO
PARIS 2026

Partnership proposal



Title sponsors



KEYSTONE LAW



Cycling at Action

Over the past two decades, Action has established a remarkable reputation in cycling, providing unparalleled experiences for tens of thousands of enthusiasts. Our initiatives have garnered the support and camaraderie of corporate leaders, cycling industry influencers, as well as the endorsement of many legendary figures in the sport.

Action has been at the forefront of developing some of the very best charity sportive and tour rides in the UK and across Europe. From being the first charity to realise the fundraising potential of cycling from London to Paris in 1999 to introducing the ground-breaking RIDE100 sportive series in 2005 and developing the Garmin Ride Out all topped off annually by the UK's number one cycling gala dinner Champions of CycleSport – a sell-out function for the last 15 years.

The strategic development of our cycling was extended with the introduction of three and four-day bespoke industry sector rides including 'Ziggurat' designed for the built environment sector, 'Raptör' developed for the insurance sector, and Catalyst for Biopharma. All are now well established and together have raised over £2.3m for Action.

Partnership model

The success of our sector rides are driven by commercial partners who kindly provide the investment to establish a new bespoke networking-from-the-saddle event.

Partnership fee – this will include the usual array of branding opportunities on the jerseys, physical ride collateral, web assets, PR and social media engagement. Most importantly partners will receive allocated ride places, based on their partnership level, allowing each to invite guests to join the ride. You will be in control of who will be riding with you. A partners' invited riders will benefit from an all-inclusive package and will be asked to raise funds for Action.

Ride Jersey – Partner branding will be prominently positioned and to generate further funds Action will coordinate sale of additional supporter spots on the ride jersey.

On-ride income generation – as we celebrate everybody's achievement on the final night we take the opportunity to run a small auction.

Our bespoke sector rides generate over £200k fundraising income per ride. The typical breakdown for the income generated is as follows:

Partnership
contribution
36%

Rider income
generation
42%

Jersey
branding sales
14%

On ride
fundraising
8%



Additional packages

Event sponsor – £5,000

- 10 rider places for your customers, clients and staff, with a £2,000 per person fundraising target
- full branding with sail banners on the event
- 15 bespoke social media posts
- logo placement on event materials, ride jersey and ride webpage
- PR press and social media announcement
- Gala dinner recognition

Support sponsor – £2,500

For as little as £2,500 you can sponsor an element of the event such as the event jersey, the event mechanic, the medics, or the finish line drinks.

- an agreed number of rider places for your customers, clients and staff, with a £2,000 per person fundraising target
- bespoke social media posts
- logo placement on event materials, ride jersey and ride webpage
- PR press and social media announcement
- Gala dinner recognition



London to Paris 2026

In September 2026 Montare, generously supported by Saffery, will see riders from the finance industry taking on the iconic London to Paris challenge.

We can discuss the fundraising model – whether you would fully fund the riders participation and ask them to fundraise, or ask them to pay their own way, perhaps with a matched fundraising incentive.

Typical entry for participants includes:

- Expertly guided route
- Accommodation – 4* twin share (single supplement available)
- All food including feed stops
- Medical staff
- Support vehicles
- Event photographer to capture the memories
- Talented masseuse and bike mechanics available
- Maps and GPX files available
- Training support and advice
- Celebration 3-course gala dinner on final night
- Bespoke event jersey



London to Paris 2026 –the route

Day 1

Penshurst-Dover – 70 Miles

Starting from the picturesque Penshurst Place the route traces South East towards Dover and the coast. The route is gently rolling with very few hills until a sharp climb out of Folkestone before the descent to Dover. An evening ferry takes riders over to Calais before a short night ride to the hotel.

Day 2

Calais-Amiens – 90 Miles

A long second day sees riders travel south through open French countryside on the way to the Cathedral city of Amiens

Day 3

Amiens-Paris – 85 Miles

Riders will have the privilege of being joined by Lizzie Deignan MBE kindly sponsored by Saffery. We enter Paris from the North before winding down to the river and the finish at the Eiffel Tower for celebrations before riding to our final night hotel for a gala dinner.

Day 4

Travel back to Penshurst via coach



Lizzie Deignan

Ride with a legend

We're thrilled to announce that Lizzie Deignan, one of Britain's most decorated cyclists, will be joining our London to Paris cycle ride, generously sponsored by Saffery.

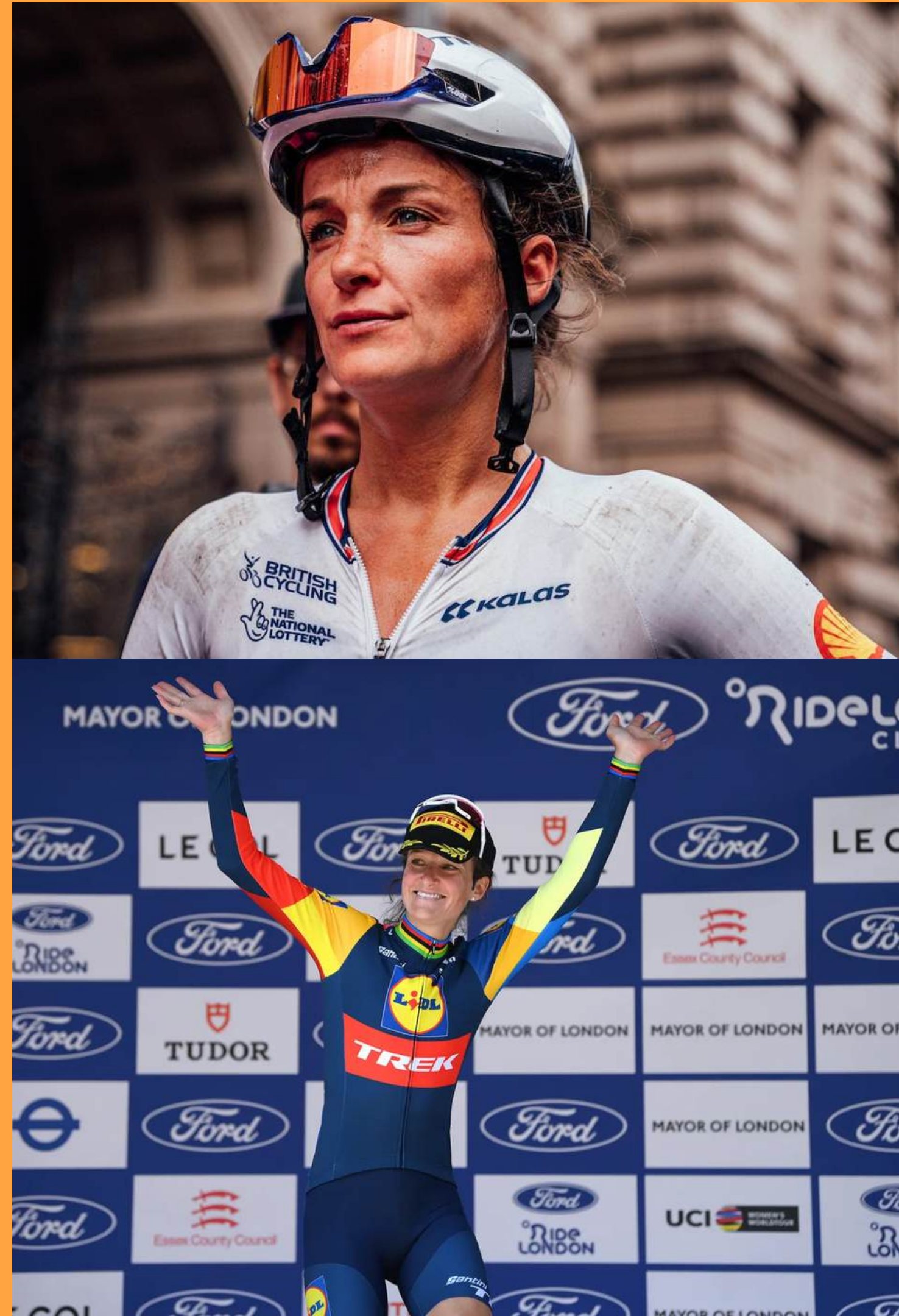
Lizzie's career has been nothing short of extraordinary. A World Road Race Champion (2014 & 2015) and Olympic silver medallist (2012), she's the first woman ever to win all three of cycling's Monument Classics:

- Tour of Flanders (2016)
- Liège–Bastogne–Liège (2020)
- Paris–Roubaix Femmes (2021)

She's also a four-time British National Champion, a Commonwealth Games gold medallist, and a two-time winner of The Women's Tour, the UK's premier stage race.

Beyond her victories, Lizzie has been a trailblazer for women in sport—proving that motherhood and elite cycling can go hand in hand, and inspiring countless riders with her resilience, leadership, and grace.

This is a rare chance to ride alongside a true champion. Whether you're a seasoned cyclist or taking on your first big challenge, don't miss the opportunity to share the road with Lizzie and be part of cycling history.



But don't just take our word for it...

"The event has been a real success, making a huge contribution to the charity's fundraising as well as creating a real buzz in the market. Personally, I think it is wonderful to see the collective ambition of the group to do something inspiring and spend their own time fundraising and training towards a great few days in the saddle!"

Mark Allen (CEO, Ki Insurance)

"We have raised £100,000 since we first started supporting Action. Everyone at our company is delighted to help such a worthy cause. We have a mission to create healthy futures and everything that Action does supports that"

Sam Unsworth (Comms Director, Alliance Healthcare)

"Expertly put together, of course, but the enthusiasm and complete professionalism make this event a pleasure to be part of"

Bill Brett (Chairman, Brett Group)

We've been supporters of Action for the last few years. We've been on a number of Action rides across Europe. They're immense fun, they're very productive, you enjoy new places to cycle and it's a really great way of bringing the team together"

Andrew Sibbald (Chairman, Evercore)

I've been working with Action for many years and love what they can do on the back of a bike!

Jeremy Lee (Partner, Lockton)

"I have been cycling with AMR for over twenty years and there's no better way to see great countries, cycle with great people, network and raise money for a great cause year after year touching tiny lives"

Luke Bordewich (Managing Director, Numis)

"We've been long term and very passionate supporters of Action. We believe that the cause is fantastic, the events are wonderful and we know that we're making a difference"

Andy Geldard (Head of Communications, Willmot Dixon)

About Action

- We have been saving and changing children's lives since 1952
- We are funding over 50 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
- We have funded some of the greatest medical discoveries such as the UK's first Polio vaccination, the development of ultrasound and introducing cooling cap therapy in every neonatal unit in the UK
- We have funded 186 Research Training Fellowships, developing the careers of promising doctors and researchers



Contact us

We are open to building and developing an event that suits your needs. To discuss supporting Action Medical Research, please contact:

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action.org.uk/events

